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By This sign You may know the Quality

FERGUSON

Seed Farms

Sherman Texas



FERGUSON'S COTTON BREEDING BLOCK
BREEDING STORM-PROOFNESS INTO HIGH YIELDING COTTON
FEBRUARY 26! NONE PICKED! 97 1/2% IN THE BURRS

Quick Mails, Parcel Post and Rapid Freights Make Neighbors of Us All

BY THIS SIGN YOU



KNOW THE QUALITY

FERGUSON'S SEEDS
ARE AS NEAR AS
YOUR MAIL BOX



"Quality Seeds" is our slogan and the conditions of every sale are **Satisfactory Seeds or Money Back**

Judge Us by Our Record
for 28 Years

About representations. We try not only to be truthful to the letter and the spirit of all our information, but to even avoid making misleading suggestions. We try to make our seeds good enuf to please you before they are shipped. If we fail in this, Ferguson's Stringless Guarantee absolutely takes care of all mistakes or differences of opinion.

A guarantee to be of service must be clear and have a well defined meaning and be based on reason and fairness to both parties. We, of course, positively give no guarantee, expressed or implied, as to size, certainty or quality of crops. No reasonable person expects this, but here is

Ferguson's **STRINGLESS** Guarantee

This Guarantee Means Just What It Says and we fully understand that we must make our seeds good enuf to be satisfactory to you or there is no sale.

Your Judgment Is Final. Your Word Sufficient.

You are Made Judge and Jury. The seeds are shipped to you subject to your examination and final acceptance within ten days after arrival at your station. These ten days are allowed for you to make your own germination tests, examination for purity, etc.

Some seedsmen may offer to sell you any seeds they think you will buy. We will not even sell you any variety of seed until by some test, observation or information, we have reason to believe that it is desirable for the Southwest. We want your confidence in our ability and reliability as "folks" and as "seedsmen." What is more, we want to deserve it.

Satisfactory Seeds or Money Back. We want to be as liberal and fair as could be reasonably expected. If for any reason the seeds are not entirely satisfactory to you, or you don't "feel just right" about the investment, you may then re-ship the seeds to us (by freight if over 35 lbs.) in original bags, just as you received them. On return of the seeds, we will refund you the purchase price and pay freight both ways without "ifs" or "ands" or questions asked. Isn't this liberal and fair?

Terms. All seeds, whether sold for cash or charged on account, or claims arising therefrom, are to be paid for in Sherman, Texas, when delivered F. O. B. our stations, subject only to these conditions, as given here, which puts all the "strings" absolutely in your hands.

Ferguson's **BRED-UP** SEEDS are as Near as Your Mail Box

Not Every Community has a reliable seed store. Every seed store does not have a Seed-Breeding and a Seed-Growing Seed-Farm, a Seed-Testing Laboratory or Trial Grounds, or a Staff of Seed Specialists to make its service efficient, yet we are as near as your mail box.

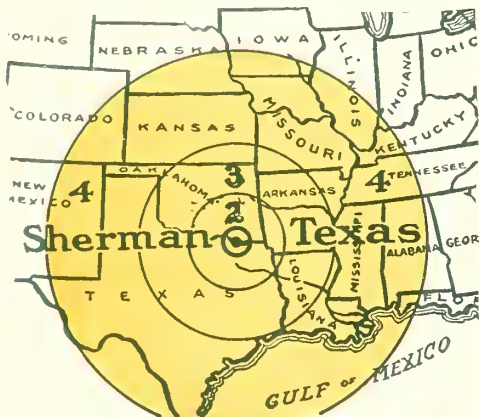
Seeds are Priced and Sold F. O. B. Our Stations and will be shipped as you direct by Freight, Express, or Parcel Post, or by the cheapest method, if you do not specify how you want them shipped. If you wish shipment by Parcel Post or by Prepaid Freight to be put off at flag station, be sure to add enough to your remittance to prepay transportation charges. Any excess will be promptly refunded.

Ferguson's Heavy Branded Burlap Bags Are Free, and Seamless cotton bags for expensive seeds like Alfalfa, etc., are charged at cost. Extra export packing is furnished at cost.

If We Make Mistakes, Tell Us. We might correct them. Others will not. Write good-naturedly if you can, but if you can't, then write anyway! We want your information, your feelings and your judgment on anything we do.

Your Best Assurance that We Can and Will give you reliable Seed Service is the reputation made by what we have done for others in the past.

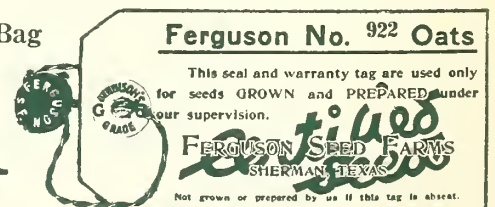
Ferguson's Certified Bred-Up Seeds are shipped in Sealed Branded Bags. This is our pledge of Honest Good Faith that Ferguson's Bred-Up Pedigreed Seeds represent Bred-Up Strains with years of scientific breeding of the Best Varieties for the Southwest, proven by years of patient testing.



Note how near you are to Sherman.

It's Sealed on to Every Bag
of Ferguson's Certified
Bred-Up Seeds.

Look for it, thus:



Seeds and Seed Sense

An Idea, A Purpose, And A Plan

Cotton
Inheritance

Corn
Variation

Grains
Mutation

Sorghums
Hybrids

Legumes
Selection

All, almost magic words: Symbols for ideas that "work" with mighty Forces and Materials for your and our prosperity. Herein lies the Why and How, of the Seed Sense of Bred-Up Seeds of Ferguson Seed Farms, and its successor to be, the Ferguson Seed Trust.

The Idea is, that a better knowledge of nature's ways, coupled with a purpose to utilize this knowledge in creating better yielding seeds, can add \$5.00 to \$30.00 to the value of every one of the millions of acres of cultivated lands in the Southwest. Yes, your acres,—a modest \$250 to \$1000 to the income of every progressive farm home in the Southwest. This is the Purpose of the Idea. Here are the conditions suggesting the Problem calling for a Plan:

The annual "seed bill" for every farm, and the many millions of acres in the Southwest is a very large sum, but the bill for avoidable losses due to low yields, resulting from poorly selected common seeds, and even well bred seeds of un-suitable varieties so often used, is many, yes, many, times more. It's obvious that "good seeds" cost more in thought, in care, and in money, but give larger returns in the crops. It's also obvious that unselected seeds cost less in thought, in care, and in money, but give smaller crops. Is it better to "spend wisely and profit," than to "spend nothing and lose"?

To stop These "avoidable losses", and to gain the extra yields that a more generous use of well bred good strains of proven varieties would give, these two results must be accomplished:

- (1). Create and maintain a supply of better-bred seeds.
- (2). Overcome the indifference of farmers due to their incomplete knowledge, and particularly the honest doubts and distrusts growing out of unfortunate investments in supposedly good deeds.

The solution lies partly in promoting higher standards of practical seedsmanship, and maintaining more reliable sources of continuing seed supplies;—putting more ability and reliability back of the seeds.

Only in recent years have the South and the Southwest come to a more general recognition of the fact that native-grown, native-bred, Southwestern seeds of Standard Southwestern varieties, produce more abundantly than foreign-grown, foreign-bred, foreign varieties.

It was not a mere scientific theory that prompted the starting of Ferguson Seed Farms. We saw an opportunity for a useful livelihood, and to participate in bringing about a great reform; a worthy task for a life-time's work in developing better yielding varieties and producing improved strains of these good varieties from year to year.

We started 29 years ago with the Idea, as the invested capital, and nursed it along with the modest savings from a university instructor's salary. Then, more so than now, we found that men with money are slow to co-operate with scientists, discoverers or professors. Unfortunately, we were supposed to be all three.

The "business" was eventually started, but after 5 years an application for a bank loan of \$150.00 was turned down. In an hour when Despair was whispering around, I posted this upon my desk:

"OPPORTUNITY"

They do me wrong who say I come no More,
When once I knock and failed to find you in,
For every morn I stand outside your door
And bid you wake, and rise, to fight, and win.

We still believed that ideas (regardless of whether they are good or great), when backed by earnest purposes should always be the creator of business, that makes fortunes as well as fame. The business went on, nursing the idea with the usual "ups" and "downs". We need not recount the source or the nature of these difficulties only to say that strong willed, strong minds, backed the Idea with funds at critical times. It's not these but the Results that the Idea produced, that make the moral that adorns a commonplace tale.

Sufficient to say that time brought its rewards, and a little pride in the recognition that "Ferguson's Seeds" received. The names of these varieties are now household words in nearly every farm home: Surcropper Corn, Chisholm Corn, Ferguson Yellow Dent Corn, Ferguson No. 922 Oats, New Boykin Cotton, Ferguson No. 406 Cotton, etc. These are more fully described in other pages. Their widespread and continued use is sufficient proof that the Results have benefited thousands of farm homes.

Will You Join Us In This Work?

"Everlastingly Keeping at It Brings Success", is an old adage. Fourteen years ago we had progressed far enuf to announce a purpose and a plan for this work to be continued beyond our span of life. The misfortunes of post-war deflations and other conditions deferred these plans until now. During the present year the Ferguson Seed Trust will be formed with a very modest foundation to take over the work. All of a life-time's savings will go into the Trust, reserving only a share of the income as a provident life competence for our family.

Thru all these years the work, and purpose of Ferguson Seed Farms has been to discover, to create, to grow, and produce BETTER SEEDS, that will "make more", and thus bring more soul satisfying prosperity into the homes of those who labor in the Great Out of Doors, usually referred to as "the common people."

The Ferguson Seed Trust is not intended to be an institution primarily for profit, nor managed solely as an endowed philanthropy. Proper and liberal incentives must be maintained for those who are to sustain, direct and be responsible for its work. It is not to be a competitive business rival of private efforts, but rather an exemplar for private seed breeders.

Those who desire to benefit from this work must in turn contribute to its support and its up-building. Conversely, the quality of seeds produced should be such as to bring increased returns in crops and prosperity to those who are its patrons and customers.

Yours for BETTER BRED SEEDS
and BIGGER CROPS.

A. M. Ferguson
Pres. in Charge of Seed Breeding





Where Ancient Practice and Modern Science Meet On the Test Fields of Ferguson Seed Farms

A Vision of an Opportunity is a Great Stimulus to Work. Seeds Can Be Improved. Thousands "talk about it", but few seem willing to study, stay and work thru the 5 to 20 years needed for measurable progress. Isolation and loneliness in uncharted thought is discouraging—to some. Yet he who perfects "a new Variety" or "a better Strain" of an old Variety of our great field crops, which cover millions of acres, adds more to the wealth and happiness of his time than the discoverer of a hundred oil wells.

At Harvest Time, we, too, watch the big, burly threshers winnowing out their golden streams of "Strains" of precious seed grains, and enjoy the bustle and rustle of cotton fields and gins. This part of the work of Ferguson Seed Farms is only slightly different from that of thousands of farms. With us, however, the "Key" thought is "Seeds" rather than just crops.

We Have Other Fields, and other threshers and other gins to observe, yes to attend with far greater care and slow deliberation because, while these crops are small in one sense, they are in reality very LARGE because out of them, come the foundation strains for our seed stock which are planted by thousands of our customers. And these customers have, as in years past, and will again in years to come, look to Ferguson Seed Farms to add to the "Earnings" of their land, their labor and their minds.

These Illustrations merely call attention to "the scenes", and the thoughtful care that transforms the little "patches" in the big fields, into the "Headquarters" for such results as are charted on pages 10 and 15.



A "Small" Small Grain Thresher for threshing small lots of Pedigreed Grains from tests fields of Ferguson Seed Farms.



Weighing Up the Harvest in a UTILITY TEST of 76 Varieties of Corn on Ferguson Seed Farms

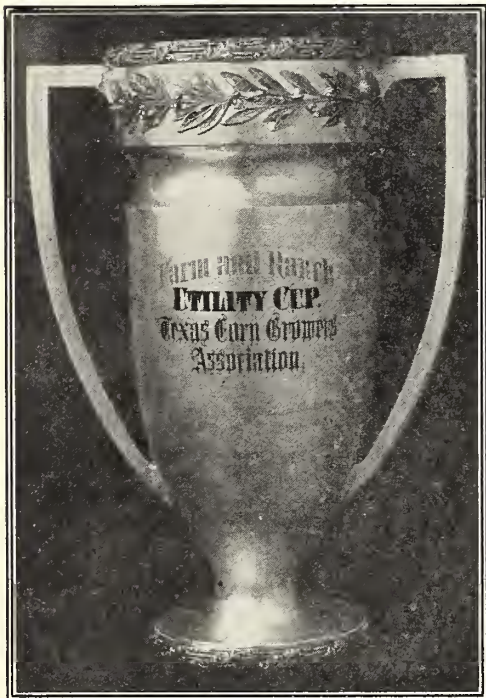
This is not a test of theories, but of the "seed corn" actually planted by Southwestern farmers. Pounds of corn to the measured row and counted stalks was the measure of "utility." These tests prove that many farmers are "Planting seed of poor varieties and do not know it."



The Reason Some People Buy FEED Corn Is Because They Plant the Wrong Kind of SEED Corn

Investigate! Don't Argue! When You want to Find Out Which Seeds Are Best. This photograph merely shows a detail of tests of 391 varieties of Corn on Ferguson's Seed

Farms. Each pile of corn is the crop from rows of equal length, with same number of stalks, grown side by side, but planted with different seed.



Highest Southwestern Corn Honors

Farm & Ranch Utility Cup
Awarded to Ferguson's Seed Farms

Won six seasons by Ferguson's Seeds and four seasons by A. M. Ferguson. "Utility" means "most bushels per acre" in yield contest, conducted by U. S. Department of Agriculture and Texas Experiment Station, in cooperation with Texas Field Crops Association.

These Tests add several thousand dollars expense to our business, but also add several million dollars to the values in the 4- to 500,000 acres planted to FERGUSON'S BRED-UP SEEDS every year, and many more millions to the succeeding crops grown from 2nd and 3rd year seeds of Ferguson's Latest Strains.

Apply These Results to Your Farm. Read the letters from old customers in these pages. Apply their results and profits to each acre of your farm, and you can then calculate the value of Ferguson's Seed Farms to you, to your community, and the entire Southwest.

Club Boy Makes 40 Bus. Corn An Acre in Spite of Drouth:—"When my Ferguson's Yellow Dent Corn was beginning to silk we had three weeks drouth, and it looked as tho the corn was ruined. But we received rain, and I gathered 40 bushels per acre. * * * I entered ten ears in the Club Boys Division, at the Texas Cotton Palace, and won first place over eight competitors. * * * All other members of my Club who planted seed from your farm for their project were well pleased with the results." (Signed) Leland Rook, McLennan Co., Texas.

Proven Best for South Texas:—"I have been buying your Surcropper Corn and Ferguson's No. 406 Cotton Seed for the last three years, and they have proved to be the best I can get for this country." (Signed) W. T. Dunn, Orange Co., Texas.

Doesn't Think Ferguson's Corn and Oats Can Be Beat:—"Please tell me if Ferguson No. 922 Oats will beat Ferguson No. 71. Have been sowing No. 71 Oats for several years, and I don't think they can be beat, neither can your Ferguson Yellow Dent Corn." (Signed) John W. Mills, Hunt Co., Texas.

An Old Customer Wants Benefit of Latest Improved Seeds:—"I have been planting your Ferguson No. 71 Oats for several years. Do you have a better oat than the No. 71 oat? If so write me about them, and send me a catalog of your seeds." (Signed) H. C. Watson, Bell Co., Texas.

An Advocate of the Best. Likes All of Ferguson's Seeds:—"I am enclosing my check for Ferguson's No. 922 Oats, Elite Certified Pedigreed Seed. I have been sowing Ferguson's No. 71 and have found them far ahead of the common oats. You claim to have something much better than No. 71, consequently, I want to try them. I'm an advocate of the best. I'm strong on the Ferguson No. 406 Cotton. I find it ahead of most any cotton I can get. I am carried away with the New Boykin, too. In this droughty district this year, I got nine bales from thirteen acres, planted to New Boykin. I have never made a flash on corn since I began planting Ferguson's Yellow Dent. I attribute my success in farming to planting high grade seed every year and I commend you for your work in breeding up the best seed. I for one, thank you and say 'let the good work go on'." (Signed) B. M. Ingram, Lamar Co., Tex.

Ferguson's Bred-Up Seeds

Every Year **Make More Money** On Every Acre

Certainly, every Southwestern Farmer knows that he must plant Native Bred Seed of Native Southwestern Varieties, else he loses 10 to 20 bushels per acre from un-acclimated seed corn. But many farmers are still asking the question: "Does it pay to buy freshly Bred-Up seed every year of known best-yielding Native Varieties?"

Let Facts and Figures answer. The Field Tests of the U. S. Department of Agriculture and the Texas Experiment Stations in co-operation with the Texas Field Crops Association, supply the facts that answer this question very definitely. It does pay well to buy freshly Bred-Up seed every year,—Yes, Ferguson's Bred-Up Seed.

How Much Profit From Planting Freshly Bred-Up Seed Every Year?

The tests, referred to above, answer this question. Also comparative tests of Field Yields were made between latest strains of Ferguson's Freshly Bred-Up Seed Corn and the best "Crib-Bred" seed produced by his cus-

tomers in the same year, using "customer's First Year Seed", which were good enuf to win the "Ferguson's Good Seed Trophy".

Ferguson's Surcropper, Ferguson's Yellow Dent and Chisholm Corn were all entered in the contest by many old customers. The results show that after figuring the corn produced, at \$1.00 per bushel, and deducting the cost of Ferguson's freshly Bred-Up seed at 30c an acre, the gain in favor of Ferguson's Freshly Bred-Up seed amounted to an average of \$22.40 for each bushel of seed planted. See table below.

These figures covered a period of three years testing, at 4 to 6 Experiment Stations each year, in all parts of Texas. More than a hundred samples of seed were used. On the basis of this definite information it is a safe conclusion that, until the cost of Ferguson's Seeds are increased to more than eight times above present prices, it will always pay to plant "Ferguson's Freshly Bred-Up Seed", rather than plant even First-Year or Second-Year Seed, or "Crib-Bred" Seed.

Why Systematic Seed Breeding Helps Farmers

Nature makes thousands of variations in every crop. If mixed Mongrel Seed are used, the variations are multiplied by so many more new combinations of characters. Even the purest best bred strains run out some every year. Mongrel Seed runs down faster.

In Ferguson's Breeding Blocks, Care is Exercised to preserve the good variations. Bad variations are culled out. Where systematic selecting is continued year-in and year-out, seeds will show consistent quality, and possibly a noticeable improvement. On the other hand, seeds grown without care will show a constant decline in both yield and quality. This explains why there is a difference in yields between one year's decline in customer's seed and one year's improvement in Ferguson's Bred-Up Pedi-

greed Seed, which in the case of corn is represented by a Gain of \$22.40 per bushel for Ferguson's Freshly Bred-Up Seed, even though you have First or Second Year seed, of Ferguson's original varieties.

This Is Simply "Age Old Wisdom", only emphasized by the possibilities of greater and more rapid improvements by modern methods of seed breeding.

"You Steal from Yourself" Therefore, if you plant your own "crib-bred" seed. Stated another way: "You pay the full value of well bred seeds of a good variety in reduced yields and lose it, if you plant low yielding seed of unsuitable varieties."

The business answer is: Ferguson's Bred-Up Seed.

The Money Value of Ferguson's Bred-Up Seeds

Compared with
The Best Yielding Crib-Bred Customer's Seed

Here are the average figures of many Government tests that will tell you how much your profit will be if you plant Ferguson's Certified Bred-Up Seed Corn in place of the best yielding first year selections of "Crib-Bred Seed" of the same variety from former customers.

The figures for "Customer's Seed" are for the winners of the "FERGUSON GOOD SEED TROPHY." If the comparison were made with the seed of those who did not win, it would indicate even larger profits for the use of Ferguson's

Pedigreed Seeds, —yes—two to five times or \$5.00 to \$15.00 an acre more.

The "Profits Per Acre" as given below, is figured by valuing the corn at \$1.00 per bushel and deducting the slight extra cost of the Ferguson's Certified Pedigreed Seed.

The Profits Per Bushel of Seed Planted are approximately 8 times the "Profits per acre," because a bushel plants approximately 8 acres— or in this instance \$16.24 for Ferguson Yellow Dent, \$26.08 for Chisholm and \$24.88 for Surcropper.

Season of Test	Ferguson Yellow Dent		Chisholm		Surcropper	
	Customer's Seed	Ferguson's Seed	Customer's Seed	Ferguson's Seed	Customer's Seed	Ferguson's Seed
1916.....	21.96	26.19	21.48	23.35	20.58	26.68
1917.....	9.32	9.48	8.74	11.13	16.32
1918.....	35.90	38.50	30.90	37.30	39.60	40.82
Gain (in bushels) by Ferguson's Seed		2.33		3.56		3.41
Profit per acre.....		\$2.03		\$3.26		\$3.11
Profits per bushel of seed.....		\$16.24		\$26.08		\$24.88

It's Not
What "They Say"
That Counts.
Impartial Government
Tests
Furnish the
Facts
That Prove the Good
Quality of
Ferguson's
Bred-Up-Seeds

Ferguson's Great Success In

Breeding Up Seeds for the Southwest

Is Due to the Consistent Application of Scientific Methods for Nearly 30 Years. The Explanation and Diagram Below Explains Why Varieties and Strains Originated by Ferguson Yield More.

Seeds of Individual Plants Get a Pedigree by being grown from plants of tested yielding quality. It will be a "good pedigree" or a "Bred-Up Champion Strain" if the tests show that it is better yielding than others, when grown in adjacent rows under like conditions.

Champion Quality or "Utility Value" under Ferguson's Methods, must be proven by tests of yields measured by scales and tapes, not by whims, or guess, or opinions about the "looks" or fancy "show" points.

Ferguson's Certified Pedigreed Seeds, of proven high yielding strains, are produced as follows, using corn as the example:

1. Usually 100 of the choicest ears are selected in the field from the stalks on rows where Champion Quality has been proven by actual scientific tests. These, in turn, are planted in the following year in a similar breeding block, and on-and-on, from year-to-year. This not only avoids the possibility of deterioration or running-out of the strains, but make some improvements possible every year.

Crib selecting improves shape or form of the ears. Field selecting improves stalk characters. Mere Ear-

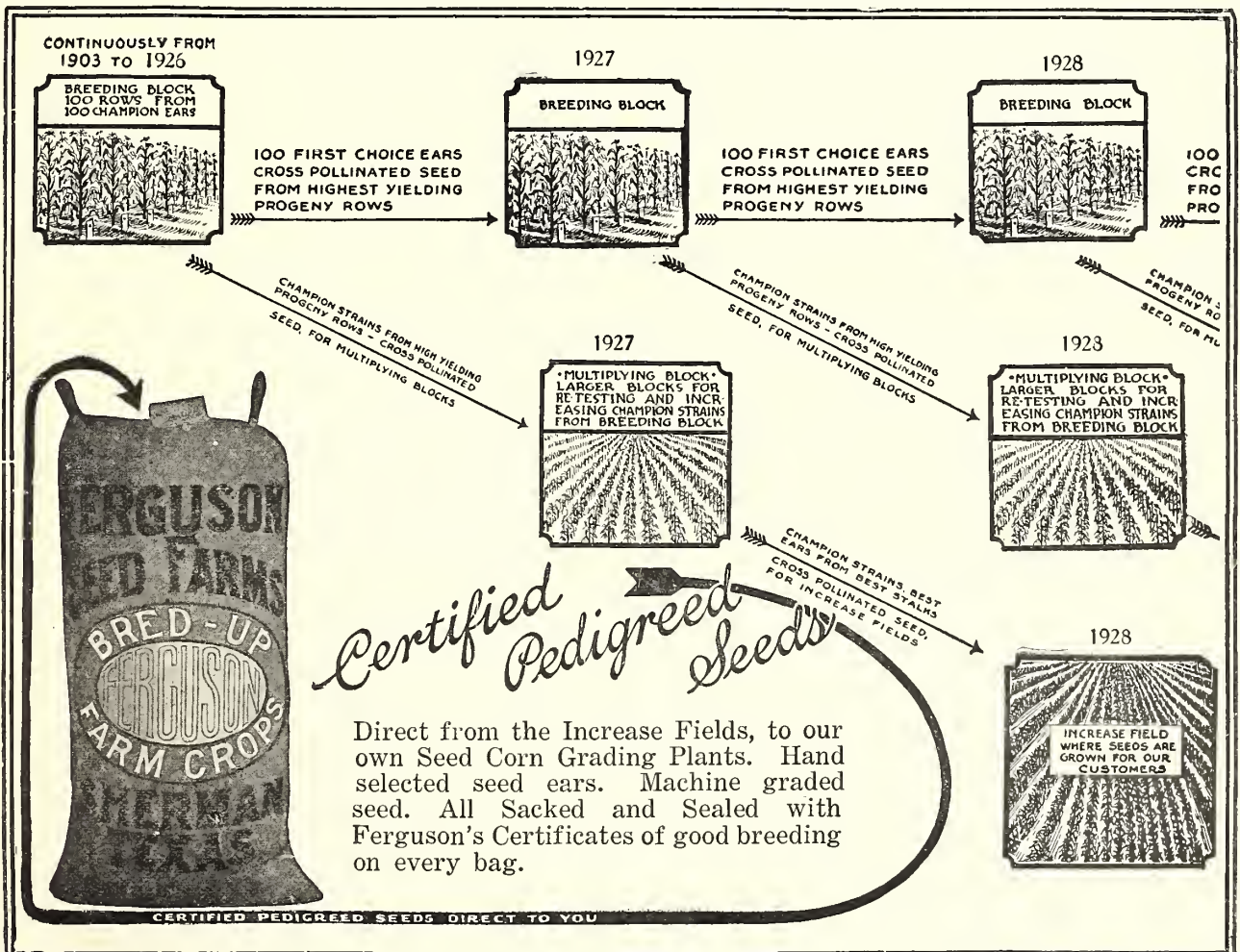
Selection does not improve the power to produce larger yields, whereas breeding block selecting does.

2. Champion Strains (in the case of corn) are further improved by cross pollination from ears of other Champion Strains of the same variety. Again the best score card ears are selected from the Champion high yielding Strains in the breeding blocks, and on-and-on, from season-to-season.

Recognized Standard Varieties are thus made better and better; improved and re-improved, year after year, by saving the best ears from the best yielding rows in one breeding block, for planting the breeding blocks of the next season.

Seeds For Your Fields. And it is from breeding block seed thus developed that Ferguson secures seed to grow our Multiplying Blocks, and from these in turn seed to grow our Increase Fields to supply "Ferguson's Certified Bred-Up Pedigreed Seeds" for our customers.

Such are Ferguson's Methods for getting better seeds, with a better pedigree that produce bigger crops. Here is a chart showing the history of "Ferguson's Certified Pedigreed Seed we ship to you to plant in your fields.

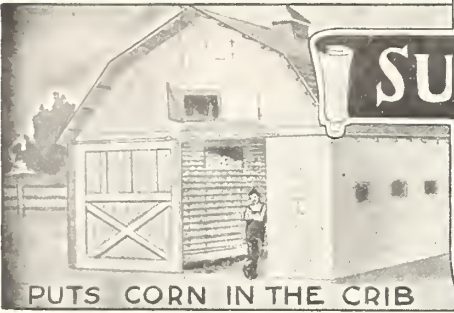


Direct from the Increase Fields, to our own Seed Corn Grading Plants. Hand selected seed ears. Machine graded seed. All Sacked and Sealed with Ferguson's Certificates of good breeding on every bag.

Make Sure of Best Bred Strains of Best Varieties by Planting "Ferguson's Certified Bred-Up Seed"

FERGUSON'S ORIGINAL BRED-UP

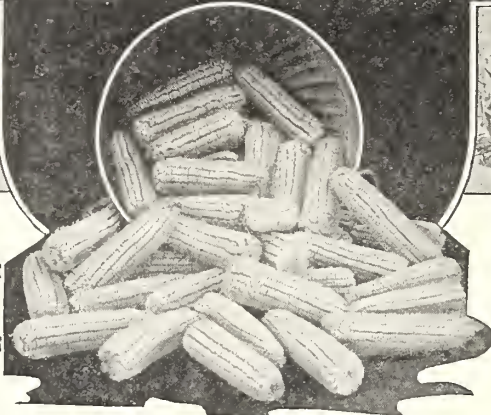
SURCROPPER CORN



PUTS CORN IN THE CRIB



WHEN OTHER CORNS FAIL



Recognized Standard Variety
For Early Spring Planting
Proven Best Variety For Late
Spring and Summer Planting

Plant Surcropper in Early
Spring For Early Main Crop
Plant In Summer on Stubble
For Late "Catch Crop"

Quick Maturing Like Northern Corn. Resists Drouth Better than June Corn

Farmers in Five Southwestern States have come to believe in us, our methods and our varieties, because SURCROPPER corn has filled their cribs when other varieties failed them. In the Corn Shows it rarely gets a ribbon, because the ears do not match up to the score-card requirements. But no mistake! it is a proven high-yielding variety, and a benefaction because it annually adds many bushels to the Western and Southern corn crop.

Adaptation and Recognition

Surcropper and Chisholm are the only two varieties of white corn recommended for general planting by the Texas Field Crops Association. No other white varieties made the same consistent high average yields in the eleven years testing, conducted by this Association in co-operation with the U. S. Department of Agriculture and the State Experiment Stations.

Ferguson's Surcropper has "found a place" and wide usefulness in many lands; in South America, Turkey, Russia, Mexico, Egypt, and other parts of Africa. It was originated or developed, and has merited this wide usefulness because of 29 years of Pedigreed Breeding by Ferguson Seed Farms, Pioneer Seed Breeders of the Southwest.

Surcropper An "All-Season" Corn

All Government tests show that "Ferguson's freshly Bred-Up Pedigreed Seed" yield 3 to 9 bushels per acre more than home-raised, country-run, "crib-Bred" seed.

—It's the recognized Standard Early Spring Sure-crop, quick-maturing corn for four Southwestern States, as well as the "best Summer crop" corn. It's truly the general purpose, Sure-Cropper, Sur-Cropper, Super-Cropper corn for all counties having a climate similar to the Southwest.

—Most drouth-resisting of any corn known, yet makes largest yield under irrigation. General experience, reputation and Experiment Station tests prove it.

Ferguson's Original Pedigreed Surcropper is the best corn for late Spring planting, and better variety than June corn for Summer planting, because:

—Matures 20 to 30 days quicker, and can therefore be planted later,—within 90 to 110 days before a killing frost and still mature a crop.

—Does not grow excessively tall like June corn. It makes more corn and less "stalk." Also has a better type and quality of ear and grain than June corn.

Ferguson's Original Chisholm Corn

A Popular General Purpose White Corn for the Southwest

This popular, native, white variety was developed, as well as named and introduced, by A. M. Ferguson in 1908. This is the only variety of red cob white corn developed by ear-to-row pedigree breeding for the Southwest.

Chisholm is one of the two varieties of White Corn, recognized as a "Standard High-Yielding Variety" by the



Prize Winning 10 Ears of CHISHOLM CORN,
Grand Champion Sweepstakes, 10 Ears White
Corn, Crop Show, grown by Gates Thomas.



Scientific Method Produces Better Bred Seed

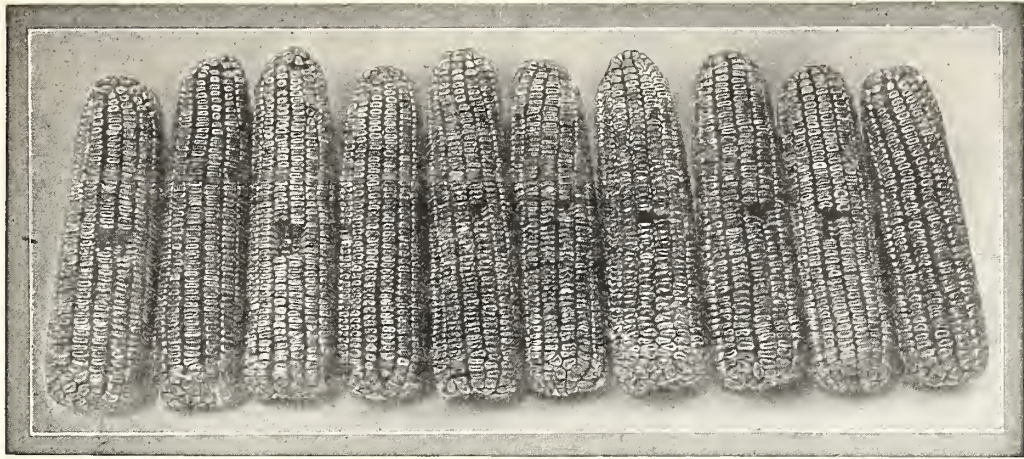
Weighing up the yields from the Ear-to-Row progenies in a corn breeding block on Ferguson Seed Farms. This is one method of adding more bushels and better quality to the crop.

Field Crops Association in Texas. It is also classed in the same way by similar associations in Oklahoma and Arkansas.

As a milling corn it has no equal. Chisholm is a very attractive, strictly native-bred variety. It is attractive because of its large, sound, creamy-white, oily grains, that completely cover a bright red cob. The ears are large sized in favorable seasons, but if by chance the season makes them small, even the nubbins will show attractive, well-matured grains, with a large germ.

Ferguson's Chisholm is a medium early corn, maturing in 115 to 125 days. The ears are usually 7 to 9 inches long. They usually have 14 rows of grains, ranging from 12 to 16 rows, with 45 to 55 grains to the row. It is popular as a general purpose corn.

Prices and Grades of Seed Corn: See latest Ferguson's Seed Current for prices. Also page 22.



FERGUSON'S YELLOW DENT. Grand Champion Sweepstakes, 10 Ears Yellow Corn, in Texas Crop Show in 1916, and Highest Yields in Field Yield Contest.

Ferguson's Yellow Dent

Highest-Bred and Purest Type of Big Golden Grained Southern Yellow Corn

Best Yields in Experiment Station Tests—

The Texas Field Crops Association recognized and recommended FERGUSON YELLOW DENT for general planting. This recommendation was based on eleven years' field testing after this variety had been grown, in competition with all other varieties. These tests were made at Greenville, Waco, Sherman, Temple, College Station, Austin, New Braunfels, San Antonio, Kerrville, Victoria and other points.

The Arkansas Experiment Station has similarly recognized this variety. Their recommendation is based on the numerous variety-tests covering many years and in all parts of the state. It has won position in the variety tests in Northern and Central Louisiana several years in succession.

Best Ears in Corn Shows

Ferguson's Yellow Dent has probably won more Corn Show Prizes than all other Southwestern varieties combined. The records of premiums won at National, State, District and County Corn Shows are too numerous to mention. It has usually been the Grand Champion Sweepstake corn in Field Crops Shows in the Southwest.

"It is the Best Yellow Corn for the Southwest." Nothing equals it for producing "Show quality," bushels or dollars.

You want the benefits of well bred Seed Corn. Therefore,

Make Out Your Order Today

Have the seed on hand ready for the planter when the season is ready.

Buy Direct
From Bonafide Seed
Breeders

They are responsible
for the quality of the
seed.

Maturity and Adaptability

It is a medium early variety, usually maturing from 120 to 130 days from planting. The ears are blocky and well shaped, usually 7 to 10 inches long and about the same in circumference. We are breeding to a standard of 14 to 16 rows of broad, deep, shiny, golden yellow grains. They always please. The ears usually shell out 84 per cent to 88 per cent grain. The legal standard calls for only 80 per cent grain.

Ferguson's Yellow Dent has proven its adaptability to a wide range of climates, soils and seasons. It is a high yielder on uplands and produces magnificent results on bottom lands. It produces abundant yields of fine, heavy corn in Northern Oklahoma, Eastern Arkansas and Mississippi, and is a sure, safe corn throughout the corn belt in Texas.

Economy and Profit in Good Seed

A gain of one peck per acre in yield pays the extra cost of Certified Pedigreed Seed. The Bred-up Seed will certainly add this much to the yield. Hundreds of our customers report increased yields over their best "crib-bred" common corn of 10 to 30 bushels. Experiment Station tests of our freshly pedigreed seed with seed of same varieties grown from "crib-bred" seed show yields of 3 to 8 and more bushels per acre.

A gain of only 5 bushels per acre is therefore a net gain of 1000% to 2000% profit. It would cost you years of time and thousands of dollars to improve your corn as we have ours in the last 28 years.



A Field of FERGUSON YELLOW DENT Corn, Special Pedigreed Seed, Sherman, Texas.

Big Cotton Questions Answered

By A Record From Many Government Tests

There are 30-odd real or make-believe cotton seed breeders in the Southwestern States. They offer you seven major types of cotton, under 50-odd variety names. How is an ordinary non-technical farmer to know what type, which variety, and whose strain to plant?

Reliable, Definite Information is offered you below which shows, that your choice of a strain for planting your cotton crop, will vary your yield "up or down", \$5.00 to \$40.00 for each single acre; \$50.00 to \$400.00 for each ten acres; \$500.00 to \$4,000.00 for every 100 acres.

Your Success Demands Answers to These Cotton Questions

- (1) In final results which costs the most: the loss due to low yields and poor quality of mixed or mongrel seed, or the mere difference in cost between such seed and Bred-Up Strains of Good Varieties?
- (2) Are the profits from planting freshly Bred-Up Strains of seed big enuf above the cost of just gin-run or unselected seed, to justify the slight extra cost of freshly Bred-Up seed on every acre, for every year?
- (3) Can poor variety types, unsuited to our Southwestern climate, be made to produce High Yielding Strains by any method of breeding?
- (4) Are the differences in money-pound yielding qualities, of improved strains of the same varieties, large enough for a farmer to distinguish, by general observation, and to know which strains are the most profitable to plant?
- (5) Do well bred Strains of good Varieties run-down and run-out and lose enough each season, (1) in field yields, (2) in gin turn-outs, (3) in deterioration of staple and (4) in other characters, to justify farmers in buying freshly Bred-Up strains for every acre, for every year? (Only a total increase of 5 to 7 pounds an acre needed.)
- (6) Is there greater promise of larger yields, if seed are bought from bonafide seed breeders who are also seed growers, than from mere growers, farmers or merchant seedsmen?
- (7) As between two or more seed breeders, offering strains of the same type and variety, how may I know whose seeds will give me largest returns?
- (8) Are there any better tests of a seed breeder's ability, and reputation for reliability and responsibility, than

farmers experiences, and the average results of many Experiment Station tests?

Ferguson's Answer Is Seeds Not Theories!

Ferguson's Answer to these practical questions is not a theory, but Seeds, which are the result of years of practical seed work. They have yielded \$5.00 to \$40.00 more per acre than other common seeds. Tests prove it.

A Staff of Seed Breeders, Scientifically and Practically Trained, have been working for almost thirty years to answer these questions with High Yielding Seeds for you for your farm. For Example:

The Temple Black Land Experiment Station, in 1923 and 1924, had all the common varieties under test. Ferguson's Bred-Up Seed made the highest yield for both years, averaging 546 pounds of lint cotton per acre, which at 20c per pound was worth \$109.20 an acre for the lint alone. This was 91 to 204 pounds more lint per acre than other varieties, as shown in the last two columns on right of the chart on page 15, worth \$18.00 to \$40.00 an acre more. See chart on page 15.

For Another "Answer", giving authoritative assurance that Ferguson Seed Farms can and will add to the value of your crops, see the chart and table below, showing typical average results of 15 years testing of 227 varieties and strains.

In these extensive tests, Ferguson's Bred-Up Cotton won First and Second positions for High yields Eight times in the Nine seasons they were included in the tests.

No other strain or variety made such consistent "stay" on the top of the list for High yields.

Ferguson's Bred-Up Cotton Made Highest Average Yields in A. & M. College Tests

VARIETY and STRAIN	LINT		Earliness Percent	Chart of Average Yields of Lint Per Acre					Yields Lint Per Acre
	Per-Cent	Length In 32ds.		50 lbs	100 lbs	150 lbs	200 lbs	250 lbs	
Ferguson's NEW BOYKIN	38.0	28-34	64.5						248
Truitt	38.6	30-31	57.1						216
Lone Star (Saunders)	36.2	32-34	71.1						216
Rowden	33.4	32-33	53.2						210
Kasch	39.8	29-32	67.5						208
Lankart	37.9	32-33	52.5						206
Belton	35.4	32-36	48.5						204
Sunshine	32.7	32-33	41.3						203
Acala (Rogers)	33.7	31-36	54.3						202
Cliett	39.0	28-32	62.5						200
Mebane (A. D. Mebane)	38.7	29-33	53.3						193
Acala (Watson)	33.8	30-32	47.2						190
Snowflake	28.0	36-46	74.3						150

Comparing Average Yields of Lint, in Tests of Varieties of Cotton, by A. & M. College, for 3 years, 1924-26. Adapted from data in Bulletin No. 369, Texas Agricultural Experiment Station. 15 Years Testing, 227 Varieties



February 6th! None Picked! None On the Ground! New Boykin Cotton.

This Breeding Block of New Boykin Cotton was visited by more than 1000 persons in December, January and February. Big yields from small stalks in dry season, on thin upland. Stalks all exactly two feet in drill, on one of the oldest farms in North Texas. 99 per cent Storm Proof. (See also another Breeding Block picture on front cover page.)

Mr. E. N. Boykin, son of W. L. Boykin, for whom

New Boykin was named, (in black suit, second from right), who grows 1400 acres of cotton, said:

"No man could have told me, and made me believe, that any cotton would produce such yields, of such large storm bolls, on such land. But: 'Seeing is believing'. Just think. This is February 6th! None picked! None on the ground! My, What Bolls! It's the Wonder Cotton! My father would not know his 'Great Grand Child', as you call it."

Most Productive Types and Varieties

What Type, Which Variety, What Strains and from Whom
Should Farmers Buy Planting Seed?

Know the Type and Variety as well as the History of the Strain of the Seed you Plant. Here are the Seven Types, and the Varieties of cotton most generally used throughout the Southwest.

The **Triumph Type** includes the varieties that make up more than three-fourths of the cotton crop in Texas, Oklahoma, Arkansas, Louisiana and the up-lands in Mississippi, etc. All descended from the original "Mother-Type" Boykin, from which have developed somewhat in succession: Triumph, Mebane Triumph, Mebane, Ferguson's New Boykin, Ferguson's No. 406 Triumph, Kasch, Mueck, Truitt, Cliefts Superior, Harper, Qualla, and many other locally named stocks.

The characters usually common to **Triumph Type** Varieties are: Stems low branching, with close jointed branches, producing early, rapid, continuous, heavy fruiting stalks; bolls medium to large, 45 to 65 to pound, with 35 to 40% lint, and sometimes up to 44% lint; Staple, usually within the Standard lengths generally preferred by spinners of 15/16 inch to 1-1/8 inch, with medium to heavy body and drag. These characters with strong drought resistance have given the Triumph Types wide-spread popularity and general use from Mississippi to the Northernmost sections of the heavy cotton producing belts in Oklahoma and Arkansas, and on the Caprock in West Texas.

Jackson—Lone Star Type, represented by such varieties as the original Jackson, and Lone Star, Russell, Bennett, Lankhart, Waconia, etc. Characterized by free strong-growing stems, large thick-hulled bolls, quite storm proof, producing an excellent staple of 1" to 1-1/8" and better, with a gin turn-out usually 2 to 4% less than Triumph types.

Rowden Type, represented by the original big white seeded Rowden, and Belton, Sunshine, etc. Has strong free growing long jointed stems and branches, producing large, tall open stalks. These characters, with the large late growing bolls make most derivatives late opening. Reported to do best on light sandy soils. Lint quality good, 1" to 1-1/8" with gin turn-out usually 30% to 34% or slightly better.

Acala Type, represented by several special strains of Acala, descended from the original Mexican stock, has small leaves, long jointed stems and branches, producing an open stalk, so often desired under irrigation or in humid sections. Bolls medium to small and long pointed, 65 to 90 to the pound, producing 30 to 34% lint which is fine, soft and silky, usually measuring 1" to 1-1/8".

King, Half-and-Half Type, including a number of varieties originating mostly east of the Mississippi, but represented in the West by Half-and-Half, Western Wonder, Burnett, etc. They attract attention because of the large number of medium to small quick maturing and early opening bolls, around 75 to 100 to a pound, producing 35% to 50% lint of light or soft body, running usually 5/8" to 7/8" and up to 15/16". The yields of lint cotton on light sandy or red lands often compare favorably with the best Triumph Types, but are often disappointing on strong black lands.

Delfos and Express Types are confined largely to the heavy river bottoms in humid sections of Arkansas, Louisiana, Mississippi, etc. Stalks are open, long jointed, with small leaves, medium to small bolls, 80 to 100 per pound, producing a long (1" to 1-1/4") staple that is usually quite soft and silky unless grown with an abundance of moisture.

Special Long Staple Types, introduced into the Southwest as "Try-outs" are not usually satisfactory, because an abundant constant supply of moisture is necessary to successfully grow any real long staple cotton.

Ferguson No. 406 Cotton

A High Yielding Standard Triumph-Type Cotton With Extra Length and Body in Staple

Ferguson's No. 406 is a typical Triumph Cotton that has been systematically bred under plant-to-row or Pedigree Methods for many years, to improve the leading characters that have made it so popular, as follows:

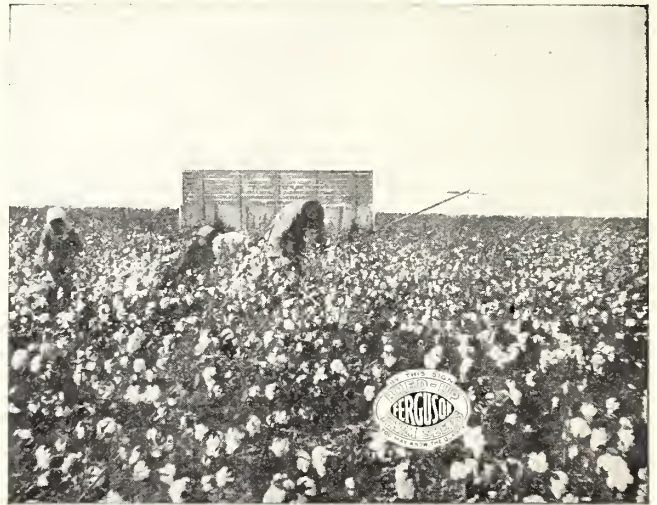
1. **Early, Rapid, Continuous Fruiting**, qualities that made Ferguson No. 406 a repeated "High Yelder" in many tests and contests.
2. **Large Bolls**, that are storm proof, yet easy to pick and pick without napping in the burr.
3. **High Gin Turn Out**, a character that is all important where quality of lint is preserved.
4. **Good Lint**, with good body, drag and standard length of 1 inch with 1½-inch, under average soil and seasonal conditions. Ferguson No. 406 is a favorite with cotton buyers.

Origin, History and Introduction

Ferguson's Triumph No. 406 was originated in Ferguson's Breeding Block of Mebane Triumph in 1914. It was tested out, and further improved and announced five years later in 1919, and first introduced in 1922. Its great value was so obvious that we had endeavored to multiply it rapidly. By 1923 we had sufficiently increased this stock to discard our Mebane Triumph and put all our Triumph fields to Ferguson's No. 406.

Previously, we had produced a Bred-Up strain of Mebane Triumph that had habitually made 60 to 300 pounds more an acre than the originator's strain. The new variety, called "Ferguson's Triumph No. 406", however, has consistently made 40 to 400 pounds more per acre than Mebane strains, in Experiment Station tests.

Since its introduction, Ferguson's No. 406 has made thousands of friends among cotton growers and is now extensively grown from the Gulf Coast region to the northern limits of the Cotton belt. Many communities have standardized on Ferguson's No. 406 to the almost complete exclusion of other varieties.



Picking Cotton in November on Ferguson Seed Farms.

Triumph Cotton A Social Influence

In an agricultural country Seed Breeders do more to Add to the Real Wealth of the State than all the financiers, tradesmen and manufacturers. The Southwest would soon revert to pioneer conditions if we now had only the varieties of seeds which were available 50 years ago. In the list of "developments" Triumph Cotton has been historically an important contribution to the Southwest, as is also its progressive development.

Inheritance is a wonderful factor in all life. **Variation** is also working. This is the popular "running-down" and "running-out" of seeds.

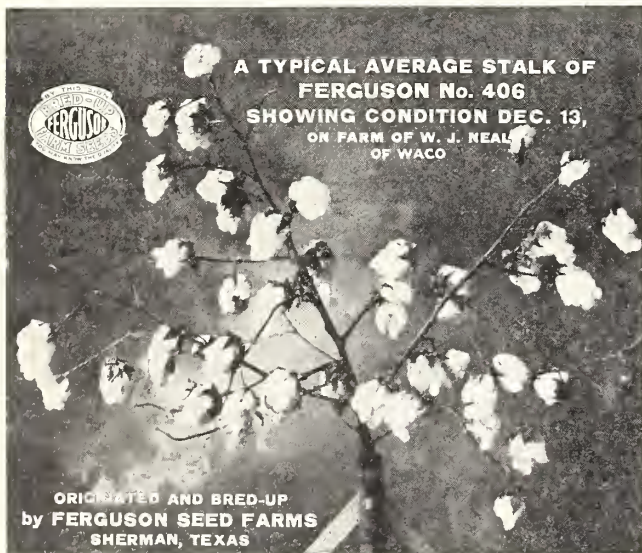
The Seedsman must "keep on" selecting, and keep on "testing" his selections, else there would be no advance. It is this continuing work to cull out the "throw backs" or reversions and watchfulness for new and better forms that make the newly developed strains of Triumph Cotton worth while, and justifies farmers spending an extra 50c to 75c an acre for fresh seeds every year, for every acre.

Ideas and Ideals are socially important only when they aid man in his endeavor to utilize or conquer nature for his greater welfare. The development or discovery of a superior new Strain or variety of crop is not usually heralded in the papers or even mentioned in histories and encyclopedias.

Yet the single circumstance of the development of Triumph Cotton by Prof. Edson, following the advent of the boll weevil, and its progressive improvement since 1889, has done more to protect, conserve, and advance the social and economic condition of the Southwest, than all the politicians. Dean Swift was an observer as well as a philosopher when he wrote:

"And he gave it for his opinion, that whoever could make two ears of corn or two blades of grass to grow upon a spot of ground where only one grew before, would deserve better of mankind, and do more essential service to his country, than the whole race of politicians put together."

—Dean Swift.

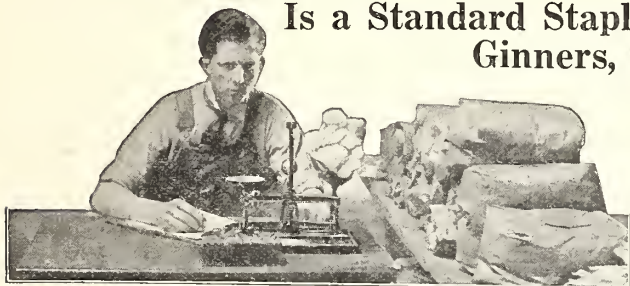


You Too, Can Grow Such Stalks Just as Did Mr. W. J. Neal
W. J. Neal of Waco, is a well known cotton factor and also a large cotton farmer. After using Ferguson's No. 406 Cotton for some years, he wrote: (See photo above).

"The growth of plant, formation of bolls, length of staple, etc., have been fully up to requirements. I recommend your seed of Ferguson's No. 406 Cotton very strongly. Compared with others we have used before, your Ferguson's No. 406 gave the best results of any we have ever planted."

Ferguson No. 406 Cotton

Is a Standard Staple Cotton That Pleases Growers, Pickers, Ginner, Cotton Buyers and Spinners



Working Out the Per Cent of Lint In Individual Stalk Selections

All our cotton seed descend from carefully selected individual plants. These selections must "prove up" good linting quality before they are selected for further tests in breeding blocks. See illustration of Roller Gin, and Ten Saw Laboratory Gin below.

Community One-Variety Standardization

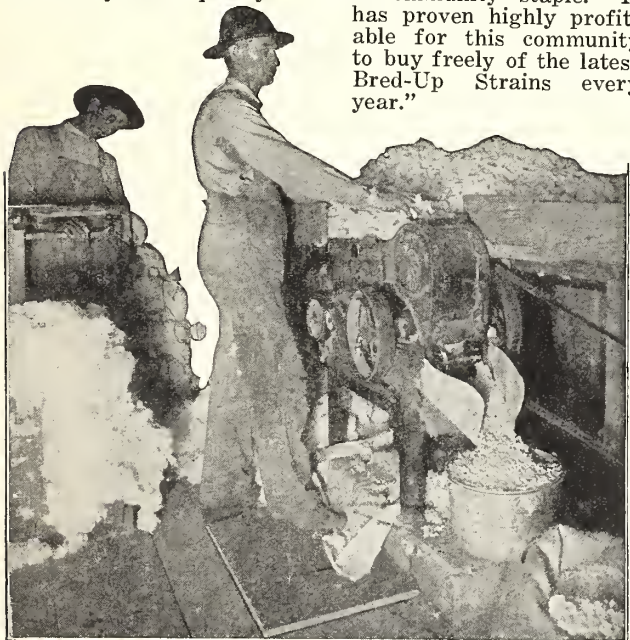
This is a highly profitable move for any school or gin community, permitting larger lots of even running "Standardized Staple" to be marketed with a premium of \$3.00 to \$7.00 or more a bale. This, however, may be lost in low yields, if a low yielding variety is selected for Standardization. We have special information that will be very helpful to any community considering One-Variety Standardization.

Van Alstyne, Texas, our neighbor community, six miles South of our Howe Growing Station, has been nearly 95 per cent Standardized on Ferguson's No. 406 Cotton for many years. They are so well satisfied with the result that this community buys upwards of 4,000 bushels of freshly improved seed every year. Mr. John Umphress, banker, ginner, farmer and community builder, writes:

"Book our order for a second 2,000 bushels, making 4,000 bushels for this season. Since we practically standardized on Ferguson's No. 406 Cotton seven years ago, this makes our total purchase, including this order nearly 26,000 bushels.

"These fresh strains, introduced every year, tend to keep up the field yields, the gin turn-outs and the uniformity and quality of the community staple. It

has proven highly profitable for this community to buy freely of the latest Bred-Up Strains every year."



Ferguson's Ten Saw Laboratory Gin

Used to gin small quantities of valuable new strains of cotton. It allows accurate determinations of per cent lint and at the same time keeps these new strains of stock seeds unmixed.

Wins In Prize Acre Contests

Ferguson's No. 406 Cotton has proven its good yielding qualities in many County Prize Acre Contests as well as in Experiment Station Tests. For Example:

In Hale County, up on the Caprock, on the highest and northernmost section of really heavy cotton production, late May and June Planting, and the early October and November frosts, give a short effective fruiting season. Only early, rapid fruiting varieties survive.

Over 200 farmers entered the contest with 20-acre plots, in 1924, for the \$1000.00 in prizes offered by the Plain-view Chamber of Commerce. Here is the way Ferguson's Bred-Up Cotton proved its superiority:

Five of the Ten Prize Winners had Ferguson's Cotton.

Half of the Prize Winners had Ferguson's Cotton.

Over 195 contestants had other well known varieties.

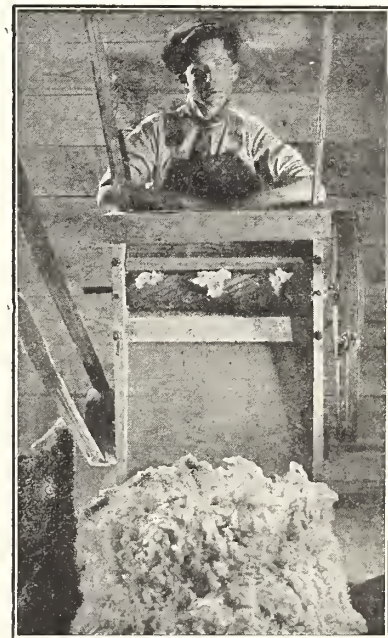
Every contestant with Ferguson's Cotton came out a Prize Winner.

Every contestant, therefore, who had Ferguson's Cotton produced exceptionally high yields and had an extra profit in his crop.

In Bowie County, Texas, where Arkansas, Texas, and Louisiana join, 12 of the 13 prize winners had Ferguson's No. 406 Cotton. In many County-wide contests in 1924 and 1925 and since, Ferguson's varieties have usually won more than half the prizes.

"I Cheated Myself Out of 4 Bales By Not Buying Enuf Seed"

"I ordered your Regular grade seed last year and am well pleased. I am ordering your Elite Bred-Up Seed this year. I took 1320 pounds seed cotton to gin and got 545 pounds of lint (41.3%) turn-out) and several orders for seed from neighbors. I will get 10 bales from 12 bushels of seed. I cheated myself out of 4 bales by not ordering enough seed to plant all my crop in Ferguson's No. 406 Cotton. I lost this much on what I had planted in other cotton. One-third bale would have paid for all my seed and I would have had nearly 4 bales to the good."—S. J. BEAUCHAMP, Bowie, Texas.



LABORATORY ROLLER GIN—HAS NO SAWS

Used in ginning seed cotton from single stalk selections from cotton breeding blocks. This gin used with the balances, shown above allows us to make accurate determinations of the per cent of lint in the seed cotton of each individual plant.

Ferguson's
Latest Strains

New Boykin Cotton

Bred-Up From
Mutation Since 1913

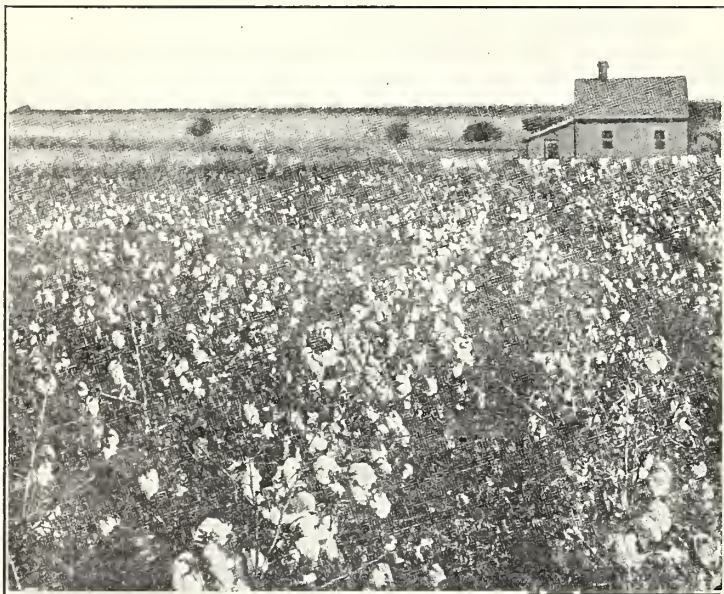
Makes Highest Yields In Many Government Tests
High Linting, Big Bolls, Strong Bodied Lint

Made High Yields Ten Times In Eleven Tests

At A. & M. College Main Experiment Station, Ferguson's New Boykin made First and Second place for High Yields Eight times in Nine years testing, in "Sweepstake Races," with 227 varieties and Strains of Cotton. (See Chart on page 10).

In 1923 and 1924, at Black Land Experiment Station at Temple, Texas, Ferguson's New Boykin, averaged 546 pounds Lint Cotton per acre, and in this out-yielded all other varieties for both years, by 91 to 204 pounds per acre. (See Chart on page 15—opposite.)

New Boykin Stands Unequaled for High Yields. Show these charts to your friends, as "Ferguson's Certificate of Master Seedmanship." Your name on a postal will bring a Ferguson's Cotton Gumption No. 232, giving additional information on these and other tests.



Do You Believe There Is "Something" To Seed Breeding?

The Original Mutation producing New Boykin Cotton in Ferguson's breeding block was photographed November 22, 1913, when frost had removed the leaves from all rows as shown in the photo above. Some good things for this world are chance discoveries, but usually most discoveries, like this one, are made by persons who are "on the lookout."

"Blood Tells"! The original New Boykin Cotton was a chance mutation, but its discovery, isolation and perpetuation was made possible by Ferguson's system of Breeding Block Selecting. Its grandparent belonged to a "Champion Strain" of Ferguson's Mebane Triumph, from which many selected plants were saved. Its parent (strain 806) was likewise a "Champion Strain," from which numerous selections were planted in the breeding block of 1913. One of these selections, while resembling its brother-in-parentage, proved to be so noticeably different and so superior in many qualities as to justify a new variety name, and it was called "New Boykin."

The adjacent rows have the same number and spacing of stalks, just two feet apart in the drill. Its continued superior yielding ability over all other Mebane Selections has been maintained since 1917 in almost every Experiment station test and on farmers' farms. New Boykin, with its heavy bodied staple, has made a wonderfully consistent record for high field yields, and high gin-turn-outs.

Descriptions of New Boykin Cotton

New Boykin is a typical Triumph-Type Cotton, distinguished by strong, stout, closely limbed, low branching stems, with close jointed continuous growing fruit limbs. It has proven to be quite adaptable, successful and popular in a wide range of country, making superior yields over other common varieties in Louisiana, in Northern Arkansas and Oklahoma, in Caprock regions of West Texas. Its great usefulness in Central and Southern Texas is shown by results of Experiment Stations tests reported here.

New Boykin is especially popular in the Texas Gulf Coast counties, for its ability to make big crops under Boll Weevil conditions. The same early rapid fruiting characters also make it popular along the northern edge of the Cotton Belt in Arkansas and Oklahoma.

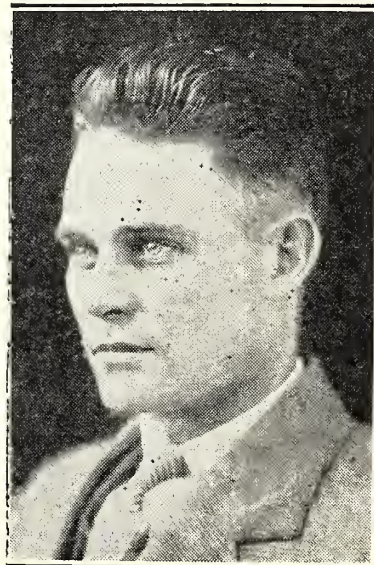
New Boykin has medium to large bolls, is exceptionally storm-proof and picks easily without "napping in the burrs". The lint turn-out is usually 38 per cent to 42 per cent. The staple is usually 15/16-inch to 1 1/16 inches long, having such strong body, drag and strength that several Texas cotton mills are paying a premium for straight running lots. Because of its high gin turn-outs it is sometimes referred to as a "Big Balled Half-and-Half".

Makes 6 Bales On 5 Acres In West Texas

In 1925, Mr. B. D. Garrison, a large cotton farmer, near Paducah, Cottle Co., won \$250.00 on three County Wide First Prizes on 5 acres of New Boykin Cotton, winning over many contestants growing Half-and-Half, Kasch, Acala, etc. His record shows as follows:

- 1st Prize: Highest Yield, 6 bales on 5 acres.
- 1st Prize: Highest Gin Turn-out, averaging 40%.
- 1st Prize: Best Staple, running 1-1/16" to 1 1/8", with strong body.

The crop sold for \$538.56 under 1925 prices. In 1924 or 1927, the crop would have been nearly \$900.00.



MR. B. D. GARRISON of Cottle County
Prize Winner with New Boykin Cotton

Three Master Farmers Win With Ferguson's New Boykin Cotton

Mr. Luther Hensarling of Madisonville, Texas, has been signally honored as one of the 15 "Master Farmers of Texas", (the only one in East Texas), by an organization sponsored by the Progressive Farmer, a truly "progressive" and the largest farm paper of the South. This is a signal distinction and honor to any farmer, but surely a greater joy is the achievement of his two boys, Jesse and Luther, Jr.

In 1927, Jesse Hensarling, age 17, was awarded a prize by the Madisonville Chamber of Commerce, for producing six bales, averaging 525 pounds, on 5 acres. The lint percentage averaged 40 per cent. After paying all expenses his net profit was \$710.75, or \$130.15 per acre from his New Boykin Cotton.

In 1928, some family rivalry developed. Luther Hensarling, Jr., age 15 years, was awarded the "Madison County Grand Cotton Prize", for producing two bales per acre, averaging 532 pounds. Lint percentage average 38 per cent. After paying for labor and supplies young Luther's net profit was \$208.85 on one acre. Luther, Jr., also planted Ferguson's New Boykin Cotton.

Surely Father Hensarling, and Mother Hensarling, are proud beyond measure, of the achievements of such worthy sons. Jesse and Luther, Jr., are justly proud of



Worthy Sons and Proud Parents
The Hensarlings, Madisonville, Texas

a father whose "Farm Income" is more than twice the Salary of the Governor of Texas. All Texas honors such a Father and such Sons.

Such "Master Farmers" and such "Superior Farming" find "first aids" in Ferguson's Certified Bred-Up Seeds. You may not be a "Prize Winning" or a "Master Farmer", but you surely can be a more prosperous Farmer by planting Ferguson's Bred-Up Seeds.

Ferguson's Cotton Holds Unequaled Records

New Boykin Cotton stood FIRST in an average of three tests of 25 standard varieties by the Arkansas Experiment Station in 1918, producing \$195.24 per acre for lint and seed. The next nearest variety was \$10.29 less per acre.

New Boykin stood FIRST in a test of 70 varieties at Van Buren, Arkansas, in 1917, producing \$181.95 per acre. The next best variety was \$163.79 or \$18.16 less per acre. It was second in 1918 in a test of 25 varieties, producing \$236.36 for lint and seed at the prices then current. At Scotts, Arkansas, in this same series of tests New Boykin stood third at first picking with \$140.73 in value of lint and seed.

In a series of tests of many varieties of cotton at the Oklahoma Experiment Station at Granite, Okla., Ferguson's No. 406, and New Boykin made the Highest Average yields.

In Nine Years Tests at A. & M. College

The Main Cotton Testing Experiment Station of the A. & M. College is at College Station. Recent bulletins

give the result of 15 years testing of 227 varieties, with Ferguson's New Boykin heading the list for consistent high average yields. Everything from "Brindle Cow" dog tails to the most highly praised "State Certificate Seed" of all leading varieties were in the tests.

It may be surprising to some persons to know that the Highest Yielding Strains in their extensive tests were not "State Certified" Seed. "State Certified" as now used gives no more assurance of good yielding seed, than does a certificate of qualifications to teach school give assurance of qualification as a superior teacher; ditto lawyer, doctor, plumber, etc. See Ferguson's Cotton Gumption No. 232 for further information.

Charts with figures are more "understandable" and more definite than mere adjectives. The chart and figures below are taken from the bulletin. Note the comparative standing for high yields with Ferguson's New Boykin, at the top of the list. These results show, that at College Station, as well as other places, New Boykin makes the most money for the farmer.

Ferguson's Bred-Up Cotton Made \$18.00 to \$40.00 Per Acre More On Black Land Tests

Rank	Seven Best Varieties In Test	Chart Record of Average Yields of Lint Per Acre					Lint Per Acre	GAINS PER ACRE BY NEW BOYKIN	
		100 lb.	200 lb.	300 lb.	400 lb.	500 lb.		600 lb.	In Pounds
1st.	Ferguson's NEW BOYKIN						546		
2nd	Truitt						455	91	\$ 18.20
3rd	Lone Star						453	123	24.80
4th	Mebane						413	131	26.20
5th	Belton						412	133	26.80
6th	Acala						362	184	36.80
7th	Rowden						342	204	40.80

Average of Tests Show 91 to 204 Pounds More Lint an Acre For Ferguson's Bred-Up Cotton Over Other Varieties.

Increasing the Yields of Small Grains

Better Varieties, Bred-Up Strain, Re-Cleaned, Graded, Treated Seed

High Bred Small Grains

The "plant-to-row" breeding method, which produced Ferguson No. 922 Oats, and by which we are breeding up the small grains, is used by scientific seed breeders the world over, and is endorsed by the leading Experiment Stations. The procedure is as follows:

Hundreds of promising plants are selected from fields of the best varieties. The seeds of these plants are then sown in separate rows for testing side-by-side. The rows are carefully observed by men trained to see which ones are most resistant to drouth and rust and which ones lodge the least, etc.



Four stools of oats grown from four kernels of country-run seed. All grew under identical conditions in adjacent rows in our trial grounds. Compare the height, vigor, and time of maturing. There are chances for improvement by testing and selecting.

At harvest each row is threshed and weighed separately to find out which selections yield the most grain.

Valuable Strains are found in this way. The next year these leading strains are planted in larger blocks for further testing under field conditions. Those which again prove themselves superior are planted the third year in "Increase Blocks."

The process is continued year-after-year until all promising strains have been thoroly tested and some single selection has unquestionably proved itself to be the best yielder in good years and in bad, thru hard winters, thru rust and thru drouth. Not until then is a new selection considered worthy of being sold as a Bred-Up strain by Ferguson Seed Farms.



Threshing Small Grains on Ferguson Seed Farms



Farmers and Government Officials from Texas and Oklahoma Visiting Nursery and Trial Grounds of Ferguson Seed Farms.

Repeat Orders Mean Customers are Pleased:—"Please ship to me, 16 bushels, Ferguson's No. 406 Cotton, Elite Certified, Bred-Up Seed. Check enclosed for \$48.00. I think this the best seed I ever planted."—J. R. McMahan, Jackson Co., Okla.

Need New Boykin for Cotton Crop:—"Send me your price on New Boykin Cotton, for I don't feel like I can make a crop without some of them. I have been planting them the last two years and have made more cotton than I ever did."—Henry Thomas, Collin Co., Texas.



Smut-the-Robber

Steals away your crops worse than weeds—often 3-to-10-bushels per acre

Ferguson's Anti-Smut Treatment Kills the Seed Spores of Smut-the-Robber



Gold Medal Award to FERGUSON'S OATS By National Corn Exposition

You Too, Can Get Better Yields:

Made Better Than 103 Bushels Per Acre.

"I have Ferguson No. 922 Oat that I bought from you two years ago last spring. They made 46 bushels per acre while mine made 35 bushels. This year I sowed 18 acres of your oats, and the 18 acres threshed out 1854 bushels or 103 bushels per acre, and left about 10 bushels per acre on the ground. The oats are scaling 35 pounds per bushel."—H. BLANKEMEYER.

Ferguson's No. 922 Oats Make Double Yield.

"The oats I ordered from you last season made an exceptionally good yield, doubling many of the oats in this section."—R. E. WOLFF, Falls County, Texas.



Ferguson's No. 922 Oats
Nortex Oats

Small Grains

Mediterranean Wheat
Texas Winter Barley

Fall Sown Grains

Every Southwestern farm should have green pastures thru the late fall, winter, and early spring months. Texas Winter Barley and Ferguson's No. 922 Oats are both good. Get them planted early. This insures best results from grazing and highest yields in the grain harvest. Make your plans right now to have good winter grazing next year. Get your ground ready early and plant early, (in your cotton middles will be fine), so that the crop can get a good start and stand freezes before cold weather sets in.

"Ferguson's Small Grain Gumption" will give more complete descriptions of the varieties and strains we now have growing for seed purposes, to be issued in July of each year. If you are a wheat, barley, or oat grower, don't fail to send for a Free Copy of this booklet. It will tell you all about the various varieties of small grains grown in the Southwest, as well as advising you of the cultural methods that usually develop the largest yields.

Loss From Mixed Un-Graded Seed

Many farmers are planting mixed-up mongrel stocks of wheat and do not realize how much they are losing on their yields by planting Country-Run, Field-Run, Thresher-Run, Un-Cleaned, Un-Graded, Un-Treated, Smut-Infested, stocks of Oats, Wheat and Barley. They also lose the gains they might make by using well selected and carefully prepared seed of the latest new strains.

Mediterranean Wheat Ferguson's Bred-Up Varieties

We offer the latest, purest and best yielding Bred-Up varieties of Mediterranean Wheat. No one in the "Soft Wheat Belt" of Texas, Oklahoma, Arkansas, Kansas and Missouri, has worked so long or spent as much time and money to originate new and better strains of rust-resisting Mediterranean Wheat.

We offer the "best-to-be-had" in Mediterranean Wheat, not only in selected strains and varieties, but also in thoroly Re-Cleaned, Graded Seed, with the light, small, shriveled, weak grains removed, leaving only the plumpest, most vigorous, quick growing, best berries for seed.

Spring Sown Grains

Most Small Grains do best in cool, moist but sunshiny seasons. They are not naturally summer growing crops. Whenever possible Early Fall Seeding should be followed, taking advantage of the late summer and early fall months to produce an abundance of green winter grazing to help out on the feed account, and also to insure larger and earlier grain harvests. Early Seeding adds to the yield.

Improved Strains of Texas Red Oats, such as Ferguson's No. 922 Oats, Nortex Oats, Fulghum Oats, etc., are best for spring sowing. While giving larger average yields with Early Fall Seeding, Oats are much more resistant to heat, sun, drouth, and rusts that thrive in warm weather, than other small grains, and therefore better suited to spring seeding. North of Dallas red oats are quite generally spring sown.

Ferguson's No. 922 Oats are usually much more profitable as a spring grain crop than spring barley or Spring Wheat. See pages 17 and 18 for information on seed oats.

Texas Winter Barley

Texas Winter Barley, is the only variety of barley that we recommend for planting in the Southwest. We have our own strains of Texas Winter Barley that have proven superior for both grazing and grain yield. Ask for prices, samples and full information in July or August.

We say to every farmer, if you have work stock, cattle, hogs, poultry, etc., and don't grow a winter growing grain, July is the time to "Get Ready" to "Get Right" for this fall and plant Texas Winter Barley, Oats or Wheat. (First) for winter grazing and (second) as a grain crop.

Rye

Rye is indeed very good as a winter grazing crop in the Southwest, but unlike the other small grains, can not be recommended as a grain crop for the Southwest. For this reason we recommend oats, barley, and wheat, in preference to rye. We usually keep seed rye in stock and can supply if wanted.

Ferguson's Yellow Dent Makes the "Best on Earth":—"I am writing for your price list as I will need some Seed Oats, some Cotton Seed, and some Corn. I have your Ferguson Yellow Dent Corn and Surecopper Corn, but I want some new seed. I made the best corn I ever saw grow out of the earth from your Ferguson Yellow Dent Corn."—W. S. Hobbs, Freestone Co., Texas.

Ferguson No. 922 Oats "Up to Expectations" in Oklahoma—"Ferguson No. 922 Oats came up to my expectations and are about what you claimed for them. They tested out 38 to 42 lbs. to the bushel. They were well matured, very full grain and a beautiful color. The Thresher Man said they were the finest Oats he ever threshed."—Will H. Ward, Garvin Co., Oklahoma.

Thoroly "Sold" on Ferguson No. 922 Oats:—"I am thoroly sold on your Ferguson No. 922 Oat for a grain crop in our section. So far we have tried nothing that will beat it. In fact, farmers who have tried this variety will plant no other if they can get them."—J. B. Dorman, County Agent, Newton Co., Texas.



Ferguson No. 922 Oats, 60 bushels per acre



His Own Texas Red Oats, 22 bushels per acre

"I Lost \$2,000.00 By NOT Planting Ferguson No. 922 Oats

Says Mr. Armstrong, Prominent Grayson County Farmer Who Grew Two Kinds of Oats

"Gentlemen: I want to give the figures on my oat crops, to go with the photographs which you took in my field at my request.

"I had 70 acres planted to your Ferguson No. 922 Oats and made better than 4,000 bushels. That is not a big yield as this is not a good season. Made much better last year on the same land, but it is the comparison that counts. I had 100 acres in my own Texas Red Oats, that I have been proudly planting for more than 23 years, and threshed 2,200 bushels. You see I made 38 bushels per acre more with the improved Ferguson No. 922 Oats.

"That's going some for difference due just to seed, but the two kinds grew in the same field, same kind

of land, and had an equal chance, being separated only by a road. Besides the better yield they were of better weight and grade. There was little or no smut, and the crop was nice, pure and uniform, while my own oats were smutty and had some small white oats, like we used to grow before the red oats were introduced into this country. Mr. Davenport, the thresherman, said the Ferguson oats were the best oats he had threshed this season.

"Hereafter I will plant only the best latest improved seed of Ferguson No. 922 Oats that you put out. I figure that I lost \$2,000.00 from reduced yields that year by not having all my oat crop in your latest improved seed. Yours for more and better wheat and oats."—B. F. Armstrong.

Ferguson No. 922 Oats

Some Proven Advantages

1. Larger Yields Than Common Red Oats. More bushels and more dollars per acre without extra labor.
2. A Better Quality of Grain. Threshmen and Grain Dealers say so.
3. Greater Hardiness Against Winter Killing. Affording more winter grazing, earlier maturity to escape the hot sun and spring drouths.
4. Greater Drouth Resistance. Their superior yields in dry seasons prove this.
5. Freer Stooling Habits, due to greater vigor, and thus requiring less seed to sow.
6. Greater Stiffness of Straw. Thus avoiding losses from lodging in wind and rain.
7. More Resistance to Red and Black Rust. Many customers found this saved them from large losses.
8. Practical Freedom From Smut, due to Anti-Smut-Seed Treatment given to our seeds every year. This in itself will save you more than the entire cost of seed of Ferguson No. 922 Oats to plant every acre.

98 Per Cent of Our Customers say That Ferguson's Bred-Up Smut Treated,

Tested, Recleaned, Graded Seeds Have These Advantages

It Was Money to them—It Will Be to You

FERGUSON NO. 71 OATS MADE 84½ BUSHELS; COMMON OATS 40. "Ferguson No. 71 Oats are the best on the Market and I will plant nothing else, as I lost at least \$31.50 per acre by not planting all my crop in Ferguson No. 71 Oats,—counting Oats at 70c per bushel. The quality was extra good and they stooled freely. My Common Oats made 40 bushels and the Ferguson No. 71 Oats under the same conditions made 84½ bushels per acre. You may publish this if

you care to. Yours for better Oats."—J. G. Wilkerson, R. F. D. No. 4, Grandview, Texas.

Made \$18.70 AN ACRE WITH FERGUSON NO. 71 OATS. "I sowed 10 acres with the 20 bushels of Ferguson No. 71 Oats. They made 26 bushels more than Common Red Oats under the same conditions. I was offered 72c per bushel, making a difference of \$18.70 an acre in the value of the two crops. They stooled more freely, and made a better quality of Oats. I will never sow anything else."—A. D. Ryan, Hollister, Oklahoma.

"From sixteen years' experience and observation with Ferguson Oats, grown on my own farm and my neighbors' farms, often right side-by-side with the Common Oats, I know that the Ferguson No. 922 Oats have yielded from 25 to 100 per cent more. The quality is better, they suffer less from rust, stool more freely and stand the winters better. I find that it pays to secure freshly tested and improved seeds from season to season."—J. D. Lovelace, M. D., Speegleville, Texas.



The Good Yields of FERGUSON No. 922 OATS
Will Bring a Smile of Satisfaction To You, Too

How Customers Make and Save Money With Bred-Up Strains of

Ferguson's No. 922 Oats

By Producing Large yields from Bred-Up Seed. Our customers report increasing yields, varying from 5 to 30 bushels per acre, more than their native un-improved seed oats. This means from \$1.00 to \$15.00 per acre Extra Profit, due to the use of Ferguson's No. 922 Oats, even when sold as just feed oats. Many customers buy from us every year and sell their crops to their neighbors for seed.

By Planting Smut Free Treated Seeds. We treat not only our own stock seed to prevent smut in the crop, but also every bushel of Ferguson No. 922 Seed Oats we ship out. This means that the crop will be practically free from smut for two years. Our smut free seeds will be worth the price to you regardless of other advantages. This gain is usually 3 per cent to 20 per cent, amounting to 3 to 12 bushels per acre.

By Raising a Rust-Proof Oat. Red and Black rust is a frequent cause of low yield in oats. Nearly every customer reports little or no rust in Ferguson No. 922 Oats. Mr. H. C. Abrams says his crop had "no rust at all; others had some".

By Using a Drouth-Resisting Oat. In dry seasons Ferguson No. 922 Oat, with its deep-rooted, free-stooling habits and small but stiff straw, produces a more profitable and satisfactory crop than ordinary red oats, whenever they have been tried out, by growing side by side.

By Reducing Losses From Winter Killing. Ferguson No. 922 Oats are distinctly hardier and more resistant than ordinary red oats, to winter killing, as proven in our many tests (we are near the northern limit of fall planted red oats), and by many cases where our customers report Ferguson No. 922 Oats going through the winter with good

crops, when others under the same conditions, were completely frozen out. Have stood near zero freezes.

By Using Heavy, Re-Cleaned, Graded Seeds. Quick growing seeds reduce losses by producing healthy plants and avoiding poor stands. Our Seed of Ferguson No. 922 Oats are doubly Re-Cleaned and Graded by being run one or more times over three separate power-driven seed-cleaning, seed-grading machines, specially designed for preparing seed oats. They are 98 to 99 per cent sound, heavy, plump seed.

By Producing a More Valuable Oat. Threshmen and grain dealers advise growers of Ferguson No. 922 Oats not to sell their crops on general markets, but to their fellow farmers for seed. Many of our customers advise us when ordering freshly improved stocks, from year to year, that they are selling a part of their crop to their neighbors for seed at a good premium over the grain market. Read their statements. The frequency of these reports is good evidence that Ferguson No. 922 Oats are a valuable crop for the extra price per bushel, to say nothing of the extra bushels. Your neighbors, too, will be convinced by seeing your crops.

Seed Cost No More "Per Acre" than ordinary Country-Run, Field-Run, Thresher-Run, Un-Graded, Un-Cleaned, Smut-Infested, Un-Treated oats. They do cost some more "per bushel" but you plant fewer pounds because all trash, chaff, pin oats, shuck oats, blasted and immature grains, as well as weed seeds, are removed. Also Ferguson No. 922 Oats are free stooling and do not require as much seed to cover the ground, as common oats.

Prices, Varieties and Grades of Oats. See page 22, and also the latest issue of Ferguson's Seed Current. Sent free anytime.

Can You Afford to Lose by Continuing to Plant Common Field-Run, Country-Run, Un-improved, Ungraded, Smut-Infested Seed When Better Seed Can Be Had?

Soil Building • Hay • Pasture • Forage • Grain



Running Production "Up" and the Feed Bill "Down"

"Sudan is unexcelled as a Pasture Grass for all kinds of live stock."—Courtesy Colorado Experimental Station.

Sudan Grass

Greatest Hay and Pasture Grass Known

Sudan produces the surest and most abundant yields of any cultivated grass known. It makes 3 to 5 times as much as native grass. It makes good pasture in 30 days from sowing, and a first cutting of hay in 60 days. Cuttings may be repeated every 40 to 50 days in fair seasons. Often four times in a season.

It is adaptable to any soil and climate. It is an annual crop. Never becomes a pest. Needs to be reseeded every year. It makes a splendid growth in summer, and withstands hot, dry weather better than any crop known, even better than native Texas grasses.

It can be planted early, as soon as danger of frost is past, and makes two to four cuttings of hay, producing 3 to 7 tons per acre.

It may be planted late in Spring or even late in Summer for a "Catch Crop,"—requiring only 30 days ahead of frost for grazing, and 60 days for the first cutting of hay.

"Make Sure" of dependable Seed Service by planting "Ferguson's Standard Sudan," which is heavy, well ripened tested seed, re-cleaned, graded, free from Johnson grass, and tested for proven good germination.

Alfalfa and Clovers

Grazing, Hay, Soil Building

The hardy legumes, like Alfalfa, Sweet Clover, Burr Clover, etc., should be more generally planted in the South and West, not only to furnish grazing and hay of exceptional and special value, but also to build up our soils. Write us any time for special information.

You Must Use Good Seed for best results, and real economy. There is nothing but "cheapness" and "no economy" in planting low-priced, low-grade, poorly matured, weak seed of alfalfa and clovers with foul weed seeds. While we quote grades known as "Poor-but-Honest," "Prime," "Choice," "Fancy," we sell the best and purest grades obtainable as "Ferguson's Standard." This stands for the greatest economy and satisfaction when buying seeds. Current prices will be found in "Ferguson's Seed Current." See suggestions on rate of seeding.



Alfalfa

There are several varieties of Alfalfa, but for the Southwest only the Common or Domestic Alfalfa, and the Hairy Peruvian are of interest, the latter particularly for the coastal regions. The extra hardy varieties (like Grim, Variegated, etc.) used with special advantages in the North, afford no advantages in the South or West.

Fall sowing on a firm, well-prepared seed bed is preferred, but good success usually follows Spring sowing on clean land. Sow broadcast by hand, as for turnips, or use seeders, putting down 10 to 12 pounds per acre of Ferguson's Standard Quality Seed. Use more only when lower grade seed are used. Alfalfa is esteemed for grazing for hogs and all stock, and generally for hay, usually yielding 2 to 3 tons per season, in two to four cuttings. Ask for samples and late prices.

Sow Enuf Seed. No more

Sowing one pound of Alfalfa seed per acre means 6 seeds per square foot; 10 pounds means 60. One plant every four inches is ample. It is not more seed but better seed, and better preparation of the seed bed which is needed.

Good broadcast seeders costing \$2.00 to \$20.00 are a good investment for any farmer not equipped with drills. Ask.

**10 TO 12 POUNDS OF SEED
PER ACRE ENOUGH**

1 LB PER ACRE	10 LBS PER ACRE	15 LBS PER ACRE
6	60	90
50. FT.	50. FT.	50. FT.

20 LBS. OF SEED COST \$ 4.00
10 LBS. OF SEED COST 2.00

IF WE FAIL WITH 10 POUNDS, WE CANNOT
EXPECT TO SUCCEED WITH 20

© P.A.

Sweet Clover

White Blossom Sweet Clover is excellent as a soil builder, as hay, and for grazing. Tests made at Texas Experimental Stations, and the practical observations of many farmers, show that a crop of Sweet Clover, besides furnishing good crops of hay and grazing, almost doubles the yield of succeeding crops of Oats, Wheat and Cotton.

Nitrogen Legume Bacteria

Build Up Your Land. All Alfalfa, Sweet Clovers, Beans, Peas, Cow Peas, Sweet Peas, etc., should be inoculated with the proper bacteria before sowing the seed, a different culture for each crop. Name the crop and we will send the right culture.

Inoculation cultures cost only 15c to 20c an acre, and not only insures against failure but are necessary for the fullest returns, and the greatest efficiency in building up the nitrogen content of the soil. Seed should be inoculated even when sowing on land previously planted to the same legume crop.

NITRAGIN the original Soil Inoculator

Alfalfa, Sweet Clover, Soys, Clovers, Peas, Beans, Vetch, Cowpeas—all legumes. The 1 bu. size will inoculate one bu. or sixty pounds of any legume seed. Other sizes in proportion.

	Retail	Prices reduced on Soys and Cow Peas	Retail
1/2 bu. size.	\$.40	1/2 bu. size.	\$.40
1/2 bu. " "	.60	1 bu. " "	.70
1 bu. " "	1.00	5 bu. " "	2.50
5 bu. " "	4.75		

Always state kind of seed—legumes only

Nitragin is an old reliable inoculator. It is well known and used by many agricultural colleges. Sold in tins—not glass—packed in a rich, soil-like granular medium, easy to mix with seed. Contents always fresh and bacteria active and vigorous.

Millet

German Big-Headed Millet

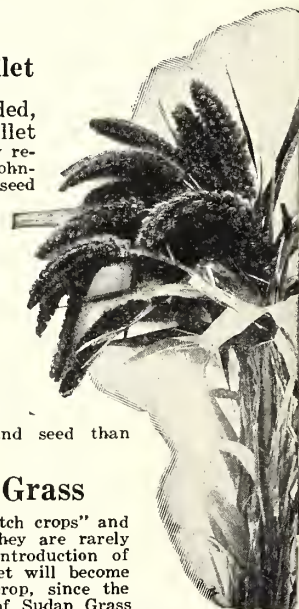
We offer genuine, big-headed, leafy-stemmed German Millet that will please you. Seed thoroughly re-cleaned and free from pig weed, Johnson grass, and noxious weeds. For seed crop sow 3 to 5 pounds per acre in 3 foot rows and cultivate like corn. For hay, sow broadcast or with grain drill 25 pounds per acre, any time after danger of frost is past, when there is good surface season in the ground.

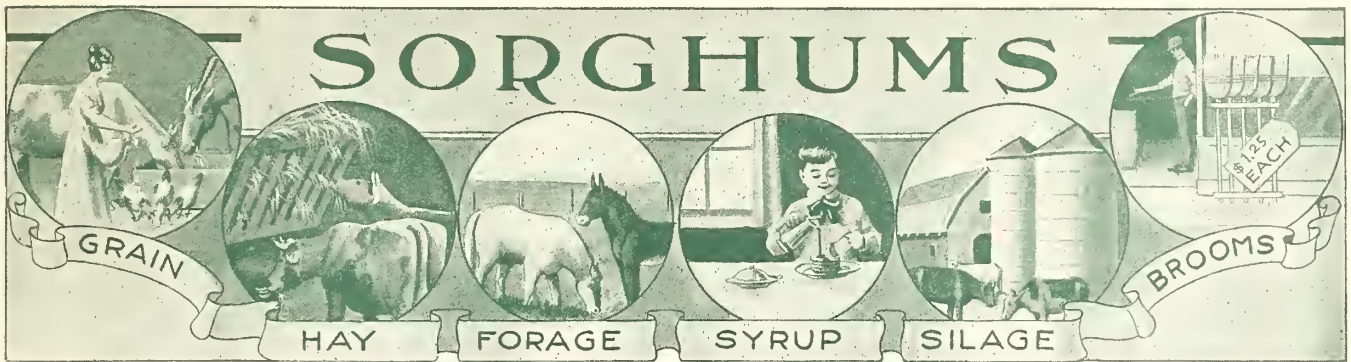
White Wonder Millet

Very similar to Golden or German Millet, except heads and grain white rather than Golden. Preferred by many, who consider it a heavier yielder of both hay and seed than German Millet.

Millet and Sudan Grass

The millets are often grown as "catch crops" and have found some favor as such. They are rarely grown as a main crop since the introduction of Sudan Grass. We believe that Millet will become less and less a factor as a farm crop, since the great merits and wide adaptability of Sudan Grass is now well known. Sudan will take the place of Millet, as a "catch crop" and has the advantage of being good enough for a main crop.





Grain Sorghums

Grain—Bundle Feed—Forage—Ensilage—Hay

The Grain Sorghums are wonderful crops, and great progress is being made in developing new varieties and better strains of older varieties.

Good seed is as important for a summer "Catch Crop" on cotton land and grain stubble, as well as for "Main Feed Crops" plantings in April, May and June. Sow in rows like corn. For Hegari, Kafir, Darso, dropping 2 to 3 seed in hills, 10 to 18 inches apart, and for free suckering kinds like Feterita and Milo, 20 to 30 inches apart. Use wider spacings for Western sections and closer plantings for more humid sections. This requires 2 to 5 pounds of seed per acre.

Milo or Maize

Ferguson's Triple XXX Strain, Dwarf Yellow Milo Fancy Seed from Bred-Up prize winning strain at Fort Worth Stock Show and many others. Close compact, big, solid yellow heads,—just what you want and need. If you want the purest, best type of Dwarf Yellow Milo, that will not shatter and waste, then plant your entire crop to "Ferguson's XXX Strain". Grows 3 to 4 feet high. Milo is used most altogether as grain crop, as stems have slight forage value.

Hegari, Kafir, Chiltex, Darso

Dwarf Texas Black Hull Kafir. Extra select seed. One of best grain sorghums for combined grain and forage or "bundle feed." Leafy, sweet stems and good shapely heads of fine qualities. Prices: See below and latest Ferguson's Seed Current.

Reeds Kafir. This is a splendid variety of Semi-Dwarf Kafir that is very popular and widely used thruout Western Oklahoma and Texas. A very heavy producer.



MIL - FERGUSON'S XXX STRAIN - FERGUSON SEED FARMS

Ferguson's Triple XXX Strain, Dwarf Yellow Milo Grand Champion Sweepstake Heads, Fort Worth Stock Show.

Hegari. We have latest improved strains of this increasingly popular crop. Introduced to U. S. from the Sudan region of Africa in 1908, and further developed at the Experiment Station at Chillicothe. It has come to be one of the most popular and widely used sorghums for grain and forage.

Feterita. Spur variety, of course. Originated by Prof. R. E. Dixon at Spur Experiment Station. Quick maturing with large soft grains that will not shatter like the common Feterita. Should be planted later than other sorghums.

Chiltex. Originated from a cross of Feterita and Kafir at the Chillicothe Experiment Station. It is a dwarf, growing usually 4 feet, with heads erect. It has proven to be a heavy grain producer not only in the West, but very profitable for Central and Southern Texas, Oklahoma, etc. Matures along with Feterita.

Premo. Stem has more leaf and larger heads, affording larger and softer grains than Kafir, and has proven to be a heavier yielder than either on many farms.

Darso. A sweet, leafy stemmed grain sorghum of great usefulness anywhere, and especially for Central and Eastern parts of Texas, Oklahoma, and all Southern and Western States. Should be planted on every farm to cinch a feed crop,—both grain and bundle feed. Stems sweet and relished by stock.

Forage Cane or Sorghums

Hay—Forage—Bundle Feed—Syrup—Ensilage

Culture and Use. For row crops for syrup or ensilage use 2 to 3 pounds per acre. Hay usage calls for broadcasting or drilling 50 to 100 pounds of Red Top, and 75 to 150 pounds of Amber and Orange. Sow after danger of frost and real cool nights are past at early "Cotton Planting time".

Red Top or Sumac

Red Top Sorgo (usually called "cane") is quite rich in sugar and makes an excellent syrup. It is the standard "hay cane" or "bundle feed cane" for the Southwest. Stools freely, producing many fine leafy stems.

Prices: Glad to quote lowest quantity prices on fancy cleaned "Red Top Cane" seed at any time—in car lots or less. See latest issue of Ferguson's Seed Current. Write any time.

Amber and Orange Sorgos. These varieties were formerly quite generally used as "hay canes" throughout the Southwest. Red Top has proven to be so far preferable for this, that there is little demand now for these varieties. We usually have quantities in stock.

Prices on Grain and Sweet Sorghums

For latest prices on grain and forage sorghums see the latest issue of Ferguson's Seed Current, a price list issued every time the moon changes to give latest gossip about Prices, Qualities and Values in Seasonable Seeds. Gladly sent any time. See also page 22.

Efficient Seed Service Is the Sum of Many Little Things Well Done



Ferguson's Small Grain Nursery and Trial Grounds at planting time. Many thousand promising selections are "tried out." to find the largest yielders.

Ferguson's Trial Grounds Are Also Yours. For 30-odd years they have been accumulating information for your protection. We test the promising new varieties by the side of the best bred-up strains of old, well-known, good varieties. We have seed specialists making these tests every year, in order that your order of seeds from us, may not make your farm an expensive trial ground. For example, in one season we tested 719 varieties and strains of cotton seed, 319 varieties and strains of corn, and nearly 5,000 varieties and selections of wheat, oats, barley, rye, millet, sudan grass and various grains and forage crops. We grow "Trial Ground Tests" of all seeds we sell, as well as make the "Germination Tests" referred to below.

We Test For Weed Seed. No person wants to buy weed seeds at the price of Alfalfa or other seeds, much less do they want to plant weed seeds. In growing, handling, preparing, etc., and in buying, we take every reasonable precaution to have our seeds free from weed seed, especially seeds of pest weeds, such as Johnson Grass, Dodder, Cheat, Wild Mustard and the like. Our re-cleaning and grading process would remove them, if such seeds should occur. As further safe-guard, we test and analyze the seed for purity in order that we may definitely know if weed seed are, or are not present.

We Re-Clean And Grade Seeds. For this we have powerful motor driven machines, especially equipped to handle each kind of seeds. We have special machines for cleaning cotton, grading seed corn, and all the different classes of seeds.

We Improve The Chances For "Good Stands." Every lot of seeds prepared or handled by us must first "Prove by Test" that it has good quality and germination before it will be shipped out. We make these germination tests in order that our customers may be protected from the annoyance and loss of poor stands, that might result from planting seed of low vitality. We are farmers, as well as seedsmen, and know what it means to plant seed that will not germinate. We cannot protect your fields from drouth, etc., or your own poor planting, but we can and earnestly endeavor to supply you with dependable seeds. Read the labels on the bags. They show the results of our tests for your information.



Making Sure that the Seeds Will Germinate by actually counting the seeds that do germinate under test in Ferguson's Seed Testing Laboratory.

Policies and Purposes

—to have top-notch seeds worth a dozen times their cost; to send out neat and attractive advertising matter with truthful illustrations and descriptions free from exaggeration; to be prompt; to be courteous; to be satisfied with fair profits; to be honored because we are diligent and honorable in our dealings; to give every customer such a measure of satisfaction that he will order again and think enough of us to mention our service and our seeds to their friends.

Grades, Strains and Prices of Seeds

Prices: Ferguson's Seed Current is issued most every time the moon changes to adjust prices to changing markets and available supplies. It is gladly sent free any time. All orders are filled at prices in effect on the day or when order is received. Special quotations will be made on large orders and "Community Club Orders."

Grades and Strains. "Grade" is used to designate quality as affected by maturity, color, varietal and physical purity, percent of germination test, etc.

Our "grade terms" are:

(1) Ferguson Standard Quality, meaning the highest seed values ordinarily obtainable with special care. (2) Southwestern Fancy, is for second grade seeds but good enuf for general use of discriminating planters. Other "grade" terms are: (3) "Choice," (4) "Prime," (5) "Sample."

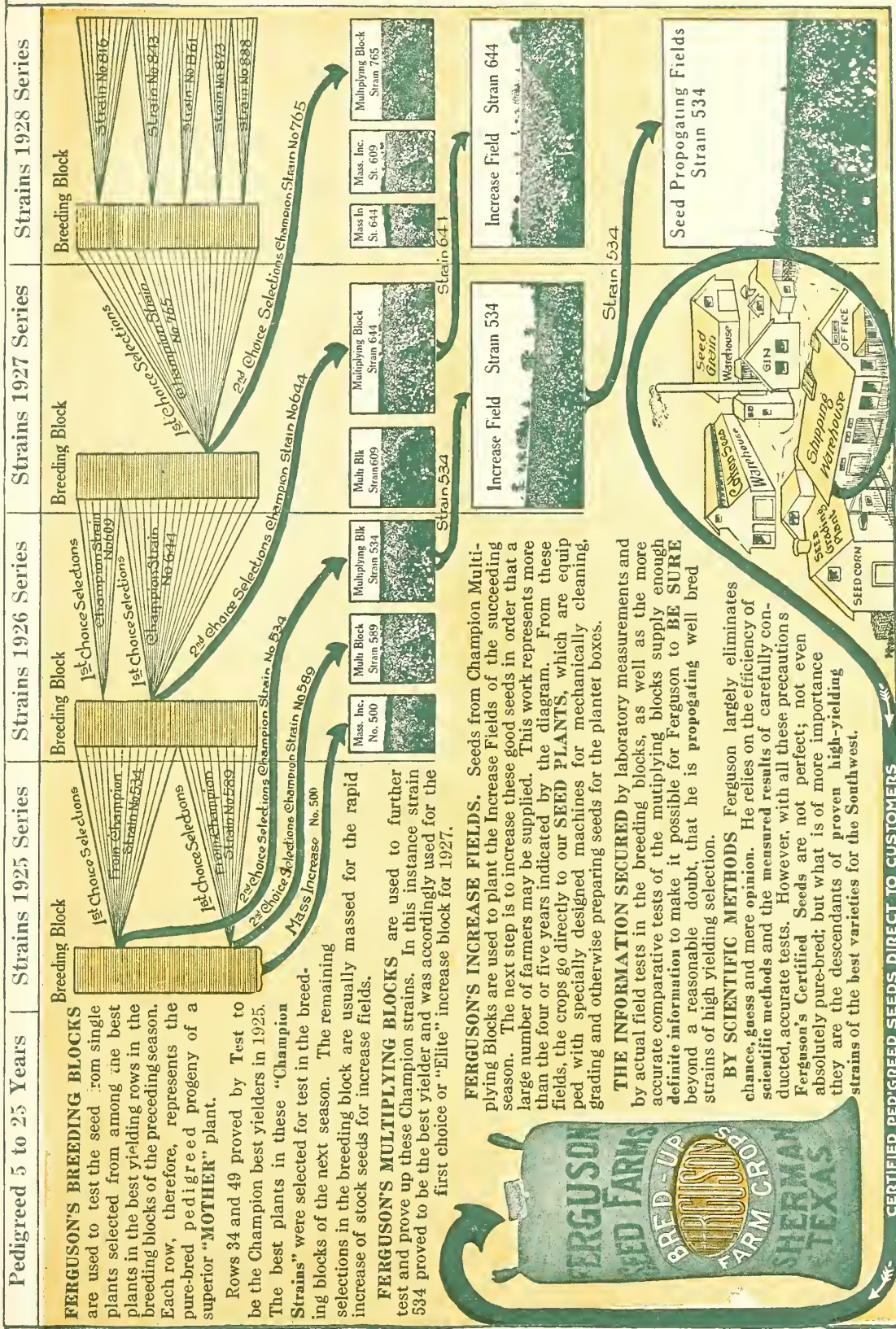
Ferguson's "Certified Bred-Up Seeds" are sold in two "Strain Grades" distinguished by nearness to "Champion Mother Plant Selections," developed in our breeding blocks. They are always sold with Ferguson's Certificate of Good Breeding Sealed onto Branded Bags. These two Strain Grades are designated as:

(1) Regular Certified Bred-Up Seeds, being our main crop and general supply, representing freshly improved strains, descended from Superior Breeding Block Selections.

(2) Elite Certified Pedigreed Seed, being the latest improved strains, descended from champion Breeding-Block selections, and is the best grade or strains offered for sale. Supply limited.

For special information on Corn, Cotton, Oats, etc., see other pages, and also the latest issue of Ferguson's Seed Current. It is issued every time moon changes. Free anytime.

How Ferguson's Scientific Methods "Make Sure" of Good Results in Breeding-Up of Cotton Seed.



Pedigreed 5 to 25 Years

FERGUSON'S BREEDING BLOCKS are used to test the seed from single plants selected from among the best plants in the best yielding rows in the breeding blocks of the preceding season. Each row, therefore, represents the pure-bred pedigreed progeny of a superior "MOTHER" plant.

Rows 34 and 49 proved by Test to be the Champion best yielders in 1925. The best plants in these "Champion Strains" were selected for test in the breeding blocks of the next season. The remaining selections in the breeding block are usually massed for the rapid increase of stock seeds for increase fields.

FERGUSON'S MULTIPLYING BLOCKS are used to further test and prove up these Champion strains. In this instance strain 534 proved to be the best yielder and was accordingly used for the first choice or "Elite" increase block for 1927.

FERGUSON'S INCREASE FIELDS. Seeds from Champion Multiplying Blocks are used to plant the Increase Fields of the succeeding season. The next step is to increase these good seeds in order that a large number of farmers may be supplied. This work represents more than the four or five years indicated by the diagram. From these fields, the crops go directly to our **SEED PLANTS**, which are equipped with specially designed machines for mechanically cleaning, grading and otherwise preparing seeds for the planter boxes.

THE INFORMATION SECURED by Ferguson largely eliminates by actual field tests in the breeding blocks, as well as the more accurate comparative tests of the multiplying blocks supply enough definite information to make it possible for Ferguson to BE SURE beyond a reasonable doubt, that he is propagating well bred strains of high yielding selection.

BY SCIENTIFIC METHODS Ferguson largely eliminates chance, guess and mere opinion. He relies on the efficiency of scientific methods and the measured results of carefully conducted, accurate tests. However, with all these precautions Ferguson's Certified Seeds are not perfect; not even absolutely pure-bred; but what is of more importance they are the descendants of proven high-yielding strains of the best varieties for the Southwest.

CERTIFIED PEDIGREED SEEDS DIRECT TO CUSTOMERS

BACK OF IT ALL is twenty odd years of intensive, conscientious work by A. M. Ferguson and a corps of faithful assistants representing a large outlay of time, talent and money - the results of which are available to you at an extra cost of only a few cents per acre more than the name of just ordinary "brindle cow" seed.

A SEAL AND CERTIFICATE of good breeding is placed on every sack of "Certified Pedigreed Seeds" sold by Ferguson Seed Farms. This protects THEM and will protect YOU from uncertainty as well as fraud. Insist that this seal be on every bag of seeds that you buy. See picture of sack above.

Ferguson Says: "Quality and size in cotton Bolls are important Affecting Cost and Ease of Picking, Storm Losses and Grade of Cotton"

